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ABSTRACT

The mission of the Corporation for Public Broadcasting (CPB) is to take the lead in helping develop a uniquely American non-commercial public radio-television system that will inform, enlighten, entertain, and enrich the lives of people. In their annual report for fiscal year 1976, CPB lists as its activities: (1) a satellite interconnection plan which would give public television stations the opportunity to receive three or more program signals simultaneously; (2) awarding grants to public broadcasting licensees, and awarding funds to develop new CPB-qualified public radio stations in unserved markets and population centers; (3) assisting in the production of public television programs; and (4) industry support services including the creation of a Department of Human Resources Development, developing equal opportunities and training programs for women and minorities, statistical data gathering, research, educational projects, and public participation. List of members of the Advisory Council of the National Organization for 1975-76 and new appointments to the Board of Directors are included. Also, a financial summary which states net assets, administrative support expenses, and lease agreements is given. An eight page list of grants and awards for 1976 is appended. (Author/AP)

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The State of Public Broadcasting

The activities undertaken by CPB in fiscal 1976 in carrying out its mission are embodied in this Report. Yet, the work of any institution is not only reflected in an accounting of its activities, but in the thinking and insights expressed by its people.

Three people, among many, who have had a significant impact on CPB and public broadcasting are Dr. James R. Killian, Jr., Honorary CPB Board Chairman and formerly Chairman of the Carnegie Commission on Educational Television, Robert S. Benjamin, CPB Board Chairman, and Henry Loomis, CPB President. What they have had to say may serve as an appropriate point of departure for what CPB is saying about itself.

Dr. James R. Killian, Jr.

The basic role of CPB is leadership that builds for the future. It should be the seedbed of new ideas and methods to increase the quality and stability of public broadcasting. It must be the source of new technology and new programming ideas. It should rise above any display of system politics and demonstrate its belief that it is the servant of public broadcasting and, through public broadcasting, the servant of the American people.

I see public broadcasting—television and radio—as one of the major instruments helping, in this time of reconstruction, to examine our achievements and failures, our conflicts and disagreements, and the far reach of our possibilities. It must exhibit the freedom bravely to reject cheapness and cynicism and to help find the right direction and a renewed vision of greatness both for public broadcasting

and for America (excerpts from remarks made October 12, 1976 at a testimonial dinner honoring Henry Loomis, CPB President).

Robert S. Benjamin

CPB has a trusteeship responsibility to provide overall leadership and to try to understand and respond to those groups of viewers who are not grouped by localities but who break across boundaries. Examples of such groups are minorities, women, or the many audiences, sometimes small and sometimes large, which have specialized interests that are not grouped geographically.

CPB must accept the responsibility to be a 'heat shield' to deflect forces that would encroach on the freedom and independence of public broadcasting. This responsibility includes protecting its independence... and resisting outside interference with program content from government or other contributors of funds.

Congress charged CPB with the responsibility to build a public television and radio service that will reach all of the people in the nation. As communications technology develops, there may well be media other than television and radio which CPB should use in the interests of all the many publics in the nation (excerpts taken from a paper prepared in November, 1976).

Henry Loomis

The complexity of public broadcasting results from our attempts to institutionalize the fine balance between accountability and independence. We feel that the best way to strike that balance in our society is through diversity.

Only diversity of sources in our financing can save us from too great a dependence on one source of funds, and the consequent danger of too great an influence by that funder. Diversity of program choices can assure local stations freedom from dominance of one producer or group.

An organizational diversity can assure each station a voice in the regional and national affairs of public broadcasting. Diversity is imperative if public broadcasting is to be responsive to the unique needs of individual audiences and protected from the dictates of remote and centralized decision-making.

The purpose of this complex structure is to give public broadcasting a chance to accomplish its mission as freely as possible. We seek to provide high quality programs, from diverse sources, which can enrich the lives of our audiences and which are not normally otherwise available. Free of the specific constraints that ratings and profit objectives impose on the commercial broadcaster, we can provide services for special audiences. Properly funded and equipped, local public stations can alter their broadcast schedules for special presentations, local and national, which commercial stations could normally not afford to carry at such length (excerpts taken from a speech given on September 25, 1976 before the Newspaper and Broadcasters Association of South Dakota).

The Status of Public Broadcasting

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Growth has been the hallmark of public broadcasting in a number of critical categories—income, audiences, television and radio licensees, and industry employment.

Here is the pattern of growth for public television and radio through 1975 and, where data were available, through 1976.

Income

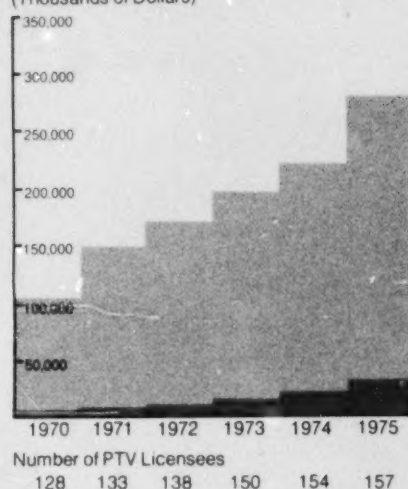
In a five-year period from 1970 to 1975, support for all of public broadcasting in the form of money and in-kind income expanded from \$145.6 million to \$364.8 million, a 151 percent increase.

The overall figures represented income for public television licensees, public radio stations, regional network systems, national interconnection services, television library centers, and CPB operations.

At the station level, where the bulk of the income was received, the increase from 1970 to 1975 was 160 percent. For public television licensees, total income (including federal assistance) increased from \$105.5 million in 1970 to \$277.1 million in 1975; while public radio stations registered a five-year increase from \$11.2 million to \$31.3 million (see accompanying charts).

Beyond the real growth in income, however, there are other factors that have attributed to the increase: inflation, more comprehensive and systematic reporting, and changes in patterns of support. These other factors notwithstanding, the growth in income

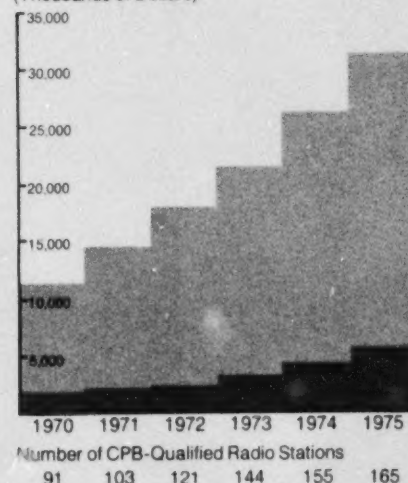
**Income of PTV Licensees,
Fiscal Years 1970—1975**
(Thousands of Dollars)



■ Money Income
■ Other Income*

*Income in kind support

**Income of CPB-Qualified Public Radio
Stations, Fiscal Years 1970—1975**
(Thousands of Dollars)



■ Money Income
■ Other Income*

*Income in kind support

represents a substantial commitment to the concept of public broadcasting on the part of the American people.

That commitment is shown in the increased money support provided by a range of income sources for public broadcasting between 1970 and 1975 (see accompanying graphs).

The patterns of support for public television and public radio differ mainly as a result of the origins of each medium.

A significant number of public television stations are licensed to state and local governments accounting for their major support from those sources. On the other hand, many public radio stations are licensed to colleges and universities, accounting for their major support from institutions of higher education.

Total Money Income of PTV Licensees: Fiscal Years 1970 and 1975 (in million dollars)

Source	1970	1975	Percentage Change
Total	\$100.0	\$248.6	+148.7%
State Government	\$27.6	\$73.0	+164.5%
Intra-Industry	8.2*	35.9**	+337.7%
Subscribers	6.4	28.9	+351.2%
Local Government	20.7	23.0	+ 10.9%
Federal Government	4.6	20.3	+337.8%
Foundations	8.5	17.5	+106.0%
Universities	9.3	16.8	+ 81.6%
Business and Industry	2.1	14.6	+589.4%
Auctions	3.5	10.0	+189.6%
All Other	9.0	8.6	- 4.9%

*Of the \$6.2 million, CPB funds amounted to \$4.7 million.

**Of the \$35.9 million, CPB funds amounted to \$26.7 million.

Total Money Income of Public Radio Stations: Fiscal years 1970 and 1975 (in million dollars)

Source	1970	1975	Percentage Change
Total	\$9.4	\$26.6	+183.6%
Universities	5.3	9.2	+ 74.1%
Local Government	1.0	4.0	+291.5%
State Government	0.7	3.4	+369.3%
Intra-Industry	0.5*	3.3*	+554.0%
Subscribers	0.4	3.3	+265.0%
Federal Government	0.3	1.7	+447.5%
All Other	0.4	1.0	+194.3%
Foundations	0.2	0.3	+ 46.0%
Business and Industry	0.2	0.2	+708.0%

*CPB funds comprise 99% of these amounts.

Audiences

Public television has enjoyed growth in its viewing audiences. In December of 1973, for instance, A. C. Nielsen Company reported 32,370,000 households watched some public television programs during a four-week period. In contrast, in March of 1976, 38,420,000 households watched some public television programs during that month.

Licensees

From 1970 through 1976, the number of public television licensees increased from 128 to 158; and the number of CPB-qualified radio stations grew from 91 to 168.

The increase in the number of outlets also brought about a corresponding increase in the coverage provided by public broadcasting. Public television became available to 80 percent of the nation's population; and public radio coverage reached 65 percent of the nation's population.

Industry Employment

In the period from 1972 to January, 1976, employment levels for the public broadcasting licensees increased steadily, reflecting the growth in their income and services to their communities. Overall employment increased 36 percent to a total of 8,940 persons.

The number of full-time employees of public television and CPB-qualified radio licensees increased from 6,574 in 1972 to 8,940 in January, 1976. Of those figures, employment of public television licensees went from 5,734 in 1972 to 7,560 in 1976, while at the public radio stations, employment went from 840 in 1972 to 1,380 in 1976.

CPB employment increased from a total of 93 in 1973 to 111 in 1976. Of the 93 employed in 1973, 49 were women and 17 were members of minority groups; in 1976, 58 were women and 32 were minority persons.

At the Public Broadcasting Service (PBS), employment went from 170 in 1974 to 204 in 1976. In 1974, 81 employees were women and 34 were minority persons; in 1976, 109 were women and 55 were members of minority groups.

National Public Radio (NPR) had a work force of 98 in 1973, of which 36 were women and 18 were minority group members. Of its 130 employees in 1976, 51 were women and 27 were minority persons.

(The comparative periods cited in those employment figures shift by year according to available data. Additional information on the employment of women and minority persons is found in subsequent sections of this Report.)

The Fiscal 1976 Annual Report

The pages which follow contain the Annual Report of CPB for fiscal year 1976. The Report is organized generally according to the functions performed by CPB under authority of the Public Broadcasting Act of 1967.

To establish a framework for the Report, each section is introduced by pertinent language from the Act and contains a summary of CPB activities related to the language cited.

The Report itself is a requirement of the Act. It is submitted to the President for transmittal to the Congress, and covers the activities of CPB in fiscal 1976—from July 1, 1975 to June 30, 1976. In a number of instances, the report touches on developments in the Transition Quarter (resulting from the change in the federal fiscal year) from July 1, 1976 to September 30, 1976, and during fiscal 1977 that helped to complete descriptions of fiscal 1976 activities.

This Report describes the work of a lay Board of Directors, the management and staff of CPB and its advisory groups in carrying out the legislative purposes of the Public Broadcasting Act of 1967, as amended.

Long-Range Funding: Independence and Insulation

Integrity of Public Broadcasting

"The Corporation is authorized to ... carry out its purposes and functions and engage in its activities in ways that will more effectively assure the maximum freedom of the non-commercial educational television or radio broadcast systems and local stations from interference with or control of program content or other activities."

Public Broadcasting Act of 1967

The Impact of Long-Term Financing

Enactment of the Public Broadcasting Financing Act of 1975—providing the legislative mechanism for multi-year authorizations and a basis for advance-year funding for CPB—established a matching formula providing CPB with \$1 in federal appropriations for every \$2.50 in non-federal support received by public broadcasting entities in the second preceding fiscal year. This matching mechanism, coupled with the diversity of sources that put up the money for public broadcasting, provides a legislative shield to protect public radio and television from the possibility of undue government control and influence.

Long-range financing has been a crucial objective of public broadcasting since its inception. Initially advocated by the Carnegie Commission on Educational Television in 1966, this goal of long-range financing was substantially realized in fiscal 1976. The Public Broadcasting Financing Act of 1975 provided the foundation for long-range financing and multi-year authorizations. Congress later provided the other critical element, advance-year appropriations.

To assure insulated funding for public broadcasting, and to allow it a greater capacity for effective planning in an industry in which long-lead times, especially in program production, are the norm, the Financing Act does three things:

- It takes CPB out of the annual authorization cycle by providing for multi-year authorizations;
- It establishes a Public Broadcasting Fund in the U.S. Treasury; and
- It provides a mechanism by which federal support for CPB's work is tied to public broadcasting's ability to raise money from non-federal sources.

The legislation enacted by the Congress and signed into law by President Ford in December, 1975 provided:

- A five-year authorization for appropriations to the Public Broadcasting Fund. The authorizations, limited by specific legislative ceilings, provide \$1 for every \$2.50 raised by all public broadcasting entities from non-federal sources;

- Reservation of a significant portion of CPB's federal appropriation for distribution to local public broadcasting stations, in accordance with criteria established by the Corporation; and

- New authority for CPB to research and develop the uses of non-broadcast communication technologies for the distribution of public broadcasting programs.

In June 1976, subject to the matching provisions in the Public Broadcasting Financing Act, Congress appropriated up to \$78.5 million for fiscal 1976, and up to \$17.5 million for the special Transition Quarter (July 1—September 30, 1976) to the Public Broadcasting Fund.

Subsequently, the House and Senate approved three-year, advance appropriations for CPB. Again, subject to the Financing Act's matching provisions, Congress provided up to \$103 million for fiscal 1977; \$107.15 million for fiscal 1978; and \$120.2 million for fiscal 1979. These ceilings became law on October 1, 1976, as part of the Health, Education and Welfare Appropriations Act when Congress overrode a Presidential veto of that measure.

Enactment of the Public Broadcasting Financing Act and advance-year appropriations were regarded by CPB President Henry Loomis as "a major accomplishment in the relatively short history of CPB and its assistance to public broadcasting, reinforcing the principle of long-term, insulated funding for public broadcasting and providing our best precedent to date for continued federal support without undue political pressure or influence."

The 1975 Act will also serve to strengthen the diversity and decentralization of public broadcasting because, as Mr. Loomis observed, it directs that substantial percentages of the funds be distributed directly to local public radio and television stations.

In fiscal 1976, CPB distributed \$74.7 million in federal funds according to these percentages:

- 54 percent directly to local stations for their operations, an amount in excess of statutory requirements;
- 19.2 percent for production and acquisition of programs for public television and radio and for directly related promotion costs;
- 17.2 percent for distribution of CPB-supported and other public television and radio programs to local stations;
- 5.6 percent for industry-wide support services; and
- 4 percent for management and administration costs.

The Interconnection Systems: Signs and Signals

Interconnection

"The Corporation is authorized to ... assist in the establishment and development of one or more systems of interconnection to be used for the distribution of educational television or radio programs so that all noncommercial television or radio broadcast stations that wish to may broadcast the programs at times chosen by the stations ..."

Public Broadcasting Act of 1967

The Satellite Interconnection

Considerable progress toward a satellite interconnection for public television was made in fiscal 1976. 1976 also saw development of a satellite interconnection plan for public radio. In August, CPB, PBS and 13 public television stations asked the Federal Communications Commission to approve certain aspects of the public television satellite interconnection plan. Contingent upon FCC approval, the satellite interconnection plan will give public television stations the opportunity to receive three or more program signals simultaneously.

Satellite interconnection will transform public radio and television into one of the most efficient and sophisticated program distribution mechanisms in all of broadcasting.

Satellite interconnection provides the capacity to deliver simultaneously to each fully equipped broadcast station several television or radio program signals. This program distribution capacity in turn may permit a significant increase in programs offered, and broadcast scheduling options available, to local broadcast licensees.

Satellite interconnection facilitates regional and sub-regional program distribution to stations serving communities with common geographic interests. It also facilitates program distribution to stations whose audiences share common interests regardless of geography.

It far outstrips the capability and quality of the current single-channel terrestrial television and radio interconnection and does so at a cost estimated to be no greater than that projected for the terrestrial systems.

The Satellite Service for Public Television

The proposed public television satellite interconnection has four principal elements:

- Western Union's WESTAR satellite. A contract between CPB and Western Union provides three (and optionally four) transponders on WESTAR I solely for public broadcasting use, with each transponder capable of relaying one television channel and accompanying high-quality audio.
- A main origination earth terminal near Washington, D.C., to be owned and operated by PBS, the Public Broadcasting Service, to transmit program signals to the satellite;
- Up to five regional transmit-receive terminals within the continental United States to be owned and operated by public television stations or groups of stations; and
- Approximately 150 receive-only earth terminals owned by public television licensees to pick up the satellite signals for broadcast at their option to their local audiences.

The planned satellite interconnection will give each public television station, including those in Alaska, Hawaii, Puerto Rico, and the American Virgin

Islands, the capability of receiving three or more program signals simultaneously, and thus the ability to choose the program most appropriate for broadcast in its own community.

Satellite interconnection will allow distribution to stations with regional and common interest audiences.

Satellite interconnection will overcome the degradation in signal quality which results when signals pass through hundreds of repeaters and thousands of miles of land lines and microwave circuits. In contrast, the proposed satellite system, from the master origination terminal to the station's receive-only terminal, uses only one repeater (the satellite transponder), which causes little or no impairment to the program signal.

The public television satellite distribution system will facilitate the addition of new stations to the interconnection. Rather than waiting as long as 24 months for construction of land lines, a new station could construct a satellite ground terminal in a matter of months.

Replacement of the terrestrial interconnection with a multi-purpose, high quality satellite system accelerated in 1976 as a result of the following achievements:

- In June, 1976, CPB and the Western Union Telegraph Company signed a seven-year contract providing three transponders with an option for a fourth on the Company's WESTAR communications satellite (contingent upon FCC approval).
- On August 13, 1976, the FCC was asked to approve certain critical aspects of the satellite project. The plan presented in the joint CPB-PBS Station filing before the FCC had the overwhelming support of the public television licensees.
- In September, 1976, CPB and the Bank of America completed arrangements preliminary to the establishment of a \$32.5 million line of credit to aid CPB in financing the purchase of satellite earth terminals for public television stations and PBS.
- On December 23, 1976, CPB signed a contract with the Collins Radio Division of Rockwell International, Inc. anticipating construction of up to 165 receive-only ground terminals.

Financial Planning and Costs of the Television Satellite Service

The cost of constructing the satellite interconnection system for public television is estimated at \$39.5 million. The project is scheduled to become operational in January 1979.

Construction costs for the component parts of the systems for television have been estimated at:

- Up to \$5.5 million for the main origination terminal in the Washington area and changes in the PBS Technical Center necessary to fully exploit the multi-channel capability of satellite interconnection.
- Up to \$1.3 million for up to five regional transmit-receive stations to be located in the West, in the Rocky Mountain area, in the South, in the Northeast and in the Midwest;
- Up to \$27.2 million for approximately 150 receive-only earth stations and related facilities and services; and
- Up to \$5.4 million for project development, administration and management, and contingency reserves.

CPB plans to provide \$32.5 million of the estimated \$39.5 million capital cost out of amounts appropriated to it and by a line of credit offered by a consortium of banks headed by the Bank of America National Trust and Savings Association. Repayment of this loan is to come principally from CPB's appropriations from the Congress.

The remaining \$7 million will be provided by direct capital contributions by CPB (\$1.72 million), PBS (\$600,000), public television licensees (\$3.5 million, including a challenge grant from the Kresge Foundation), and the Ford Foundation (\$1.23 million in grants/loans).

Under the agreement with Western Union, three satellite transponders will cost approximately \$2.4 million annually. The annual charge for the fourth transponder, if activated, will be \$750,000.

CPB estimates that total annual satellite interconnection costs for television, including transponder payments, PBS distribution costs, debt service and other costs of borrowing, and related expenses will compare favorably to projected total annual costs of terrestrial interconnection.

Satellite Service for Public Radio

During fiscal 1976, the CPB Board also authorized development of a plan for the satellite interconnection of public radio. In July, 1976, the CPB Board approved a technical approach to radio satellite interconnection based on recommendations made by public radio licensees. This approach will provide four channels of high-quality audio to properly equipped, CPB-qualified radio stations.

Radio satellite signals will originate at the master origination terminal (the same terminal which the television system will use), will be sent to the same satellite as the television system uses, and from there to public radio ground terminals. In a number of cases,

radio licensees will share local ground terminal capacity with public television licensees, or with other public radio licensees. In instances where shared facilities are not available, receive-only terminals will be constructed to provide the satellite interconnection.

A plan to finance construction of the facilities necessary to implement the public radio satellite interconnection was approved in principle in November, 1976 by the Boards of CPB, National Public Radio and the Association of Public Radio Stations (APRS), and has received the overwhelming preliminary support of public radio licensees. Total capital costs are estimated at \$10.2 million. Under the plan, CPB would commit a total of \$3.2 million and the remaining \$7 million would be committed by CPB-qualified radio stations from CPB Community Service Grants and other sources.

Local Stations: Bedrock of Public Broadcasting

Strengthening Local Stations

"The Corporation is authorized . . . to make payments to existing and new noncommercial and educational broadcast stations to aid in financing local educational television or radio programming costs of such stations, particularly innovative approaches thereto, and other costs of operation of such stations; and to encourage the creation of new noncommercial educational broadcast stations in order to enhance such service on a local, state, regional and national basis."

Public Broadcasting Act of 1967

CPB Support to Local Public Broadcasting

CPB awarded \$40,286,784 in grants to support local public broadcasting licensees in fiscal 1976. Public television and radio stations, regional networks and other organizations received \$39,461,882 in direct, unrestricted grants. Funds to develop new CPB-qualified public radio stations in major unserved markets and population centers amounted to an additional \$824,902.

CPB is committed to undergird the independence and autonomy of public broadcasting at the local level.

In line with that commitment, CPB awarded a total of \$40,286,784 in general support grants to public broadcasting entities (stations and regional networks) in fiscal 1976.

In fiscal 1975, the total of CPB general support grants to stations was \$29,732,989. CPB's increased support to local stations is designed to enhance the independence, flexibility and staying power that local public television and radio licensees require to meet the distinctive needs of their local communities.

Of the 1976 total support figure, \$39,461,382 was awarded in the form of support for general operating purposes, an increase from the \$29,305,789 in fiscal 1975.

Incorporated in CPB's fiscal 1976 support for local purposes are a number of specific activities designed to reinforce and expand the service capabilities of public radio and television. Representing by far the major components of CPB support, they include:

Community Service Grants to Public Television

During fiscal 1976, CPB provided \$38,624,670 in direct cash support to local public television stations. This figure represented an increase of 51 percent from the \$25,537,023 awarded in fiscal 1975.

Stations use these grants to meet their local needs and priorities. In many cases these grants have been used to develop local programs, hire and train personnel, or encourage community support.

The Public Broadcasting Financing Act requires that, as the federal appropriation to CPB increases, the funds earmarked for unrestricted Community Service Grants (CSGs) also will increase.

CPB's Community Service Grants for television stations are established after annual consultation with the representatives of public television

licensees. They are composed of a base grant, uniform for all stations, and a variable grant, proportionate to the funds raised by the stations from other sources.

The Public Broadcasting Financing Act of 1975 limits CPB's distribution of Community Service Grants to an individual station to no more than one-half of that station's total, non-federal financial support in the fiscal year second preceding the fiscal year in which the grant is made.

The average television Community Service Grant in fiscal 1976 increased to \$247,600, or 48 percent more than the average grant for fiscal 1975 of \$166,900. Prior to fiscal 1974, only a small number of public television licensees received Community Service Grants amounting to more than ten percent of their incomes.

In fiscal 1976, these grants equaled more than 10 percent of the income of virtually all of the licensees. Nearly one-fifth of all licensees received CSGs amounting to more than 25 percent of their income during fiscal 1976, according to the preliminary findings in a current public television financial survey.

Public Radio Support Programs

Community Service and Incentive Grants

In fiscal 1976, \$5.3 million was reserved by CPB for Community Service Grants to local public radio stations. Under new regulations, the grants were divided into Base Grants and Incentive Grants, which rewarded stations for broadening their range of activities in their communities.

Subject only to a CPB audit to assure proper handling of the money, stations can use their Community Service Grant funds to support a variety of activities. Prorated on an annual basis, these grants averaged about \$28,500 for each of the recipients in fiscal 1976. In the case of most public radio stations, Radio Community Service Grants are used to increase or upgrade station staff directly involved in local programs and community awareness.

Of the \$5.3 million total, only \$837,212 was paid directly to stations. With the agreement of the licensees, the remainder—almost \$4.5 million—was placed in an account dedicated to financing of a satellite interconnection system for radio (discussed elsewhere in this report). A one-time-only change in CPB's grant payment schedule allowed the local stations the option to make this significant contribution to satellite interconnection without interruption in their services to their communities. The result is an excellent example of cooperation between the local and national levels to improve the potential for public radio's services for its audiences.

Public Radio Coverage Expansion Project

CPB has established a grant program designed to increase the availability of public radio to fully 90 percent of the U.S. population by the early 1980's, up from a current figure of less than 65 percent.

The grant project has several parts. Coverage Expansion Project grants are designed to stimulate the development of strong public radio stations where such service is currently unavailable. More than one-third of the nation's largest communities (with potential audience of 350,000 and over) were without public radio service at the program's inception in March, 1975.

In fiscal 1976, CPB awarded nine \$25,000 prebroadcast planning grants. Six of these went to non-profit community corporations chartered exclusively to operate public radio stations in Fresno, California; Eaton Rouge, Louisiana; Las Vegas, Nevada; Newark, New Jersey; Warrenton, North Carolina, and Burlington, Vermont.

The Fresno grant was to help establish a station to serve more than 400,000 residents of the San Joaquin Valley; the Vermont grant to set up statewide service by means of two new stations; and the Warrenton grant helped establish a station in a rural, predominately black area of North Carolina. Each of these three CPB grant recipients have also received HEW assistance through the Educational Broadcasting Facilities Program to help them purchase equipment. The Newark project has involved a license transfer from a city school board to a community corporation. Once modern broadcasting facilities are acquired, the Newark station will serve a potential New Jersey audience of three million persons, and will be the first full-service, CPB-qualified public radio station in the state.

Grant recipients who successfully complete the pre-broadcast phase are eligible to compete for operational support grants of up to \$225,000 over the first three years of broadcasting.

Coverage Expansion Grants to help establish new public radio stations have also been made in Birmingham and Huntsville, Alabama; Hartford, Connecticut; Honolulu, Hawaii; Lincoln, Nebraska; Albuquerque, New Mexico; Toledo, Ohio, and San Antonio, Texas.

Six out of 17 new station Coverage Expansion Grant recipients have begun broadcasting since March, 1975. An additional six or seven should begin broadcasting during calendar 1977.

Coverage Expansion Project grants are also available to enhance the program services of existing stations.

Major Market Public Radio Coverage Expansion Project grants are designed to help existing public radio stations in the nation's 10 largest metropolitan areas significantly improve the quality of their program services. Up to

\$775,000 is available—on a matching basis—to applicants willing to make substantial improvements in technical facilities, professional staffing, and financial support.

The first Major Market grant was made in fiscal 1976 to KUSC(FM) in Los Angeles.

First-year funding of \$100,000 from CPB was earmarked for program acquisition and enlargement of the professional staff. Technical changes by the station have increased KUSC's potential audience tenfold, to 10 million persons. Initially the station is developing its fine arts program services, but also is planning to broadcast news and public affairs programs and original drama and variety shows.

Programs and Public Broadcasting

The Responsibility for Creative Programs

"The Corporation is authorized to ... facilitate the full development of educational broadcasting in which programs of high quality, obtained from diverse sources, will be made available to non-commercial educational television and radio stations, with strict adherence to objectivity and balance in all programs or series of programs of a controversial nature."

Public Broadcasting Act of 1967

A Concern for the Creative Process

In fiscal 1976, CPB provided \$10,097,189 to assist in the production of public television programs. Of that total, \$229,041 was expended for research and development and scripts for new programs, \$844,251 for the development of pilot programs, \$4,048,084 for the further development of public television programs, \$4,586,036 for support of the Station Program Cooperative, \$267,391 for step-ups, completions, and acquisitions of programs originally produced at the local or regional level, and \$122,386 for advertising and promotion.

CPB allocated \$5,584,932 for public radio programs during fiscal 1976. \$250,000 was granted to support Earplay, the national center for drama production for public radio. \$4.8 million went to National Public Radio for program production and acquisition. \$59,932 went to the Electrosonic Studio WHA/Madison, Wisconsin to produce continuity material for local production. \$500,000 went to support three local production centers.

The Program Process

Television, as the dominant cultural/educational broadcast medium of our time—and perhaps the most expensive such medium—receives the larger share of support in CPB's efforts to provide quality programs for a broad range of audiences. The goal is to develop programs of excellence from diverse sources that will educate, enrich, enlighten and inform.

The concerns of special groups are specifically encompassed in program goals, in order to provide an outlet in public television for the interests of specialized as well as general audiences. Public broadcasting was created to expand the program choices of American audiences, and the Corporation's program decisions take into account its desire to fulfill the needs of segments of the population otherwise poorly served.

While CPB does not produce programs, it does stimulate and support programs of uncommon quality which can serve as an alternative to the programs available through commercial television. Programs supported by CPB are judged on two significant characteristics: their informational values and their cultural values.

In designing a process to help develop programs positively embodying those values, CPB strives continuously to evaluate the public's interests and desires. This is done through periodic reviews of the public broadcasting audience, present and potential, and an annual analysis of current public television programs, and through regular consultation with public television licensees and their representatives.

At the core of the public broadcasting concept is the challenge to provide information and insights relating to the problems, interests, and issues involving the American public. In a pluralistic nation, public broadcasting should help broaden the understanding of our diverse heritages, help us grasp our common problems, and aid us in articulating our various goals and points of view.

If public broadcasting is to achieve its aims, it must have a continuous flow of good and imaginative new programs. Commenting on that objective, Henry Loomis, CPB President, said: "If CPB has a major contribution to make to the future of public broadcasting it is to innovate, to experiment, to pilot and develop new programs and series."

In the development of programs, CPB looks to a number of sources: local public television stations, production centers and independent producers around the country and other sources.

Program Research and Development

Research and development funds are used to cover the costs of the initial development of a program idea up to the point where budgets can be formulated and scripts prepared for consideration of further support in pilot production. In fiscal 1976 CPB made commitments for such program ideas as:

Eyewitness

\$13,900 to KERA, Dallas, for a series of documentary/drama reenactments of significant news events originally covered by media other than television or film. Topics for the series included the crash of an Eastern Airlines DC-9 in Charlotte, North Carolina and the Karen Anne Quinlan Case (total fiscal 1976 cost: \$13,900).

Hometown

\$16,600 to WNET, New York, for a series of documentary films revealing major themes of contemporary American life as experienced in daily life in a typical, mid-American town (total cost: \$16,600).

Women of Courage

\$21,529 to Lorimar productions, for a dramatization of Margaret Truman's book, profiling women through American history. Subjects include Ida Wells, Elizabeth Blackwell and Susan B. Anthony (total cost: \$21,529).

Northern Cheyenne

\$5,000 to Northern Cheyenne Communications for a history of the Northern Cheyenne people and their relations with the United States government. The series would offer means of exploring differing social value systems and points of contemporary mutual concern in the development of energy sources on Cheyenne land (total fiscal 1976 cost: \$5,000).

Myth of the Machine

\$22,650 to independent producer Ray Hubbard for a television treatment of the book, *Myth Of The Machine*, by Lewis Mumford, which presents his overview of the historical choices that led to the ascendancy of scientific and historical values over more humanistic alternatives (total cost: \$22,650).

Would You Believe

\$24,804 to WETA, Washington, D.C. for an education/entertainment series, in a panel game format, celebrating the resources of the Smithsonian Institution. The program would be an adaptation of successful British and Australian series (total fiscal 1976 cost: \$24,804).

Pilot Production

In the second stage of the program development process, CPB provides funds for translating a developed program idea into an actual television program, to determine its potential for support as a series. Among the commitments made for pilots in fiscal 1976 were:

Over Easy

\$88,000 to KQED, San Francisco, for a half-hour talk/variety program for the aging. Presenting panel discussions, mini-documentaries, how-to sessions and other formats, the program would seek to provide means of speaking to the concerns which arise in the course of personal development from maturity to old age (total fiscal 1976 cost: \$389,864).

Us

\$50,000 to WNET, New York, for an exploration of working class values through the lives of average working class Americans at home, at work and at leisure (total fiscal 1976 cost: \$150,000).

Live From Lincoln Center

\$15,000 to WNET, New York, for live telecasts from the theaters, concert hall and opera house of Lincoln Center (total cost: \$152,332).

In Search of the Real America

\$65,000 to WGBH, Boston, for a pilot examining America's institutions, attitudes and future, hosted by Ben J. Wattenberg, author of *The Real America* (total cost: \$80,902).

Eyewitness

\$130,000 to KERA, Dallas, to develop a 90-minute pilot program from the research and development project already funded (total fiscal 1976 cost: \$130,000).

Outside the Arena

\$67,790 to Sports Imagery, Inc., an independent producer, for a pilot for a series of half-hour films on participant sports and the men, women and children who are devoted to them (total cost: \$67,790).

Series Production

The final stage of the program development process is the actual support for the production or acquisition of programs for national distribution. CPB's policy is to support the production of meritorious new programs for a period of up to two years, after which such programs must be supported by the independent judgment of the local stations as exercised through the Station Program Cooperative. Among the programs supported in fiscal 1976 were:

Dance in America

WNET, New York, produced these televised presentations of the great American dance companies, including The Robert Joffrey Company, Twyla Tharp and Martha Graham. (\$492,878 was committed and expended to this project in fiscal 1976, total fiscal 1976 cost all funders: \$1.5 million).

Woman Alive

This documentary series from WNET, New York, deals with the changing roles of women and with the effects of those changes on institutions and individuals in our society (\$989,387 was committed in fiscal 1976 to this project, of which \$450,000 was expended; total fiscal 1976 cost: \$500,000).

USA—People and Politics '76

WETA, Washington, D.C. and WNET, New York, co-produced this half-hour, weekly political magazine series examining the issues leading up to and following the 1976 national election

(\$500,000 was committed and expended on this project in fiscal 1976; total fiscal 1976 cost all funders: \$2.3 million).

Live From Lincoln Center

WNET, New York, evolved a full series of performance programs from Lincoln Center from its earlier pilot project (\$185,000 was committed to this project in fiscal 1976; total fiscal 1976 cost all funders: \$885,184).

Women in Art

Seven programs in a series on the lives and works of prominent American women artists will be produced by WNET, New York. The subjects of this series include Mary Cassat, Georgia O'Keeffe, Louise Nevelson, Alice Neel and Judy Chicago (\$167,000 was committed to this project in fiscal 1976, total fiscal 1976 cost all funders: \$537,047).

Visions

KCET, Los Angeles, produced this series of television dramas by American writers, most of them original and written for television (\$2,000,000 was committed and expended on this project in fiscal 1976; total fiscal 1976 cost all funders: \$4 million). In addition, a further commitment was made to the combining in the next television season of *Visions* and *Hollywood Television Theatre*, an established KCET drama project (\$1,000,000 was committed to this project in fiscal 1976; total fiscal 1976 cost all funders: \$1.7 million).

The MacNeil/Lehrer Report

A co-production of WNET, New York, and WETA, Washington, D.C., this nightly news program provides an in-depth analysis of a single major current story (\$500,000 was committed and expended in fiscal 1976; total fiscal 1976 cost all funders: \$3.295 million).

Realidades

WNET, New York, produces this magazine-format series by and about the American Latino population. The program covers a wide range of subject matter dealing with the Latino cultural and public affairs (\$513,399 was committed to the project in fiscal 1976; total fiscal 1976 cost: \$513,379).

Presidential and Vice Presidential Debates

CPB made a special grant to help underwrite coverage of the Presidential and Vice Presidential debates during the campaign. This special grant supported not only the normal coverage of the debates but also special services for the hearing-impaired: sign language translation with live coverage, and captioning for a subsequent rebroadcast (\$252,000 was committed in fiscal 1976; total fiscal 1976 cost all funders: \$700,000).

Station Program Cooperative (SPC)

The CPB policy of supporting new programs directly for no more than two years means that a program can earn continued production assistance only if local public television stations are persuaded that its quality and subject matter meet the needs of their local audiences.

The mechanism for earning production assistance that continues beyond the second year of a series' existence is the Station Program Cooperative (SPC). The SPC was a creation of CPB, PBS, and the Ford Foundation. It has met wide acceptance from local stations because it provides them a significant decision-making voice in the selection of programs. Initially supported by CPB and the Ford Foundation as well as by station contributions (largely from their Community Service Grant funds), the Station Program Cooperative will become an entirely

station-supported project when CPB and the Ford Foundation withdraw their direct support as scheduled after fiscal 1977 (SPC III).

In fiscal 1976 the Cooperative (SPC II) was financed by consortium of these interested parties: \$7.3 million from PBS member stations, and \$4.6 million each from CPB and the Ford Foundation.

Programs proposed for SPC "purchase" go through a series of "bidding" rounds in which stations identify and pledge to assist in financing certain programs selected from among all those offered by producers. If a program generates enough support, it will be produced and distributed. An individual station's share of the cost of an SPC program depends upon several factors: the production cost of the program itself, the station's income, the size of the community it serves, the number of stations purchasing the program, and the amount of CPB and Ford Foundation assistance available to that station. Examples of SPC programs which were distributed to purchasing stations this year include:

Nova: This award-winning science series, produced by WGBH, Boston, examines man's progress in science and technology, the discovery of new scientific knowledge and its impact on society.

Wall Street Week: The Maryland Center for Public Broadcasting produces this weekly stock market and economic news program, regarded by many as the most significant in all of financial journalism.

Black Perspective on the News: This weekly series from WHYY, Philadelphia, gives a minority perspective on domestic and international news through unrehearsed interviews with newsmakers con-

ducted by outstanding black journalists.

Anyone For Tennyson: The Nebraska ETV Commission produced this fifteen-program series. A variety of formats and locations were used to showcase the regular First Poetry Quartet and guest stars in the presentation and dramatic works ranging from Shakespeare to contemporary English-language poets.

Program Distribution

The Public Broadcasting Service (PBS) was established in 1970 by CPB and the local public television stations to manage the electronic interconnection linking the stations, and to schedule programs for distribution to stations over that interconnection. It has since grown into a multi-faceted station service and representation membership organization. By annual contracts, CPB pays PBS to manage the distribution of CPB-supported and other programs over a terrestrial interconnection system owned and operated by AT&T and other common carriers. CPB also pays the tariffs and other costs of this television distribution system. All of these distribution activities cost CPB \$10.7 million in fiscal 1976.

Congress authorized CPB to assist in the establishment of one or more interconnection systems in the Public Broadcasting Act of 1967, to provide an economical and efficient means of distributing programs to public television stations around the country.

Programs whose production costs have been furnished by CPB and other underwriters—corporations, foundations, and agencies such as the National Endowments for the Arts or Humanities—are available for use by each interconnected station at its option.

Public Radio and Programs

Certain programs, for instance SPC programs and certain regionally produced programs distributed over the CPB-supported interconnection, are available for use only by those stations who have contributed to their production costs.

In fiscal 1976, the programs distributed through the CPB-funded national interconnection service represented this percentage breakdown by subject matter:

Children's Shows	39 percent
News/Public Affairs	14 percent
Music or Dance Performance	10 percent
General Information	7 percent
Drama	7 percent
History/Biography	6 percent
Skills/How-To-Do-It	6 percent
Science	3 percent
Culture, Arts, Reviews	3 percent
Feature Film	2 percent
Sports	2 percent

This is the percentage breakdown by source of public television programs distributed through the national interconnection service in fiscal 1976:

Children's Television Workshop	29 percent
Major Public Television Stations	20 percent
Other Public Television Stations	32 percent
Foreign or Co-production	7 percent
Commercial United States Television	3 percent
Other	3 percent

The Program Process

The structure of public radio differs from that of public television in a number of ways, just as the two media differ in their program formats. However, CPB's objective—support for the development and production of programs of uncommon merit—is as real in public radio as in public television. Public radio, like its video counterpart, must seek to attract audiences through high quality programs—news and public affairs, information, music, documentaries and drama. CPB allocated \$5,584,932 for programs and distribution in public radio during fiscal 1976.

A major portion of this support was allocated to National Public Radio (NPR), as both manager of the interconnection for public radio and its largest national program producer. \$4.8 million of CPB's support for public radio went to NPR. Of this, over \$2.8 million was used for program acquisition and production. The remainder of CPB support covered the costs of leasing and managing the interconnection system of over 15,000 miles of AT&T and common carrier lines over which NPR distributes programs and program modules to member stations every day.

NPR, created in 1969 by CPB and the public radio stations, provides programs, available for use at their option, for the more than 190 public radio stations which are its members. The bulk of each member station's schedule is local production, for the prime responsibility of each station in this intensely local medium is to program for its community. However, NPR provides a broad range of programs from which the stations can choose those elements which fit into their local services. NPR annually ascertains the program-

ming needs of its member stations and then proceeds to acquire or produce material to meet those needs.

NPR's program service is divided into three parts:

- Informational programs, including news and public affairs and live, unedited coverage of events such as national press conferences, Congressional hearings, speeches and the like. The showcase program in this area is *All Things Considered*, a 90-minute nightly news and information magazine.
- Cultural programs, principally, live-on-tape recordings of special musical events from the United States and abroad but including other features concentrating on all facets of the arts and cultural life; and
- Specialized audience programs, the product of a recently formed unit concerned with the special interests of women and minority groups. During fiscal 1976, NPR concentrated on stimulating new materials of interest to women and minority groups and on incorporating these materials in on-going informational and cultural programs.

As established by its membership, NPR's approach to informational programs is to gather in-depth, behind-the-scenes reports on news and current events, and to relate this information in a relaxed, reflective manner, making the news relevant to the individual listener. The sources for these program materials include the staffs of NPR and member stations, foreign news services, and "listener contributors" around the U.S.

During fiscal 1976 the NPR approach to current events was perhaps best shown in public radio's coverage of the election:

All Things Considered covered various primary elections around the country, emphasizing the reactions to the candidates by local citizens. It also covered the Republican and Democratic National Conventions and the subsequent course of the election.

Candidates On The Line was a special series of programs in which candidates were invited to discuss issues with the public radio audience via national telephone hook-up.

Election night coverage dealt with not only the national elections but also with Congressional and Senatorial elections around the country in far greater detail than was offered in commercial coverage.

Another reflection of the approach to informational programs at NPR is the daily one-hour program entitled *Options*. This program carefully probes an unlimited variety of topics. A regular component during fiscal 1976 was *Options in Education*, a weekly one-hour presentation concerning all facets of the world of education.

In addition to these information programs, NPR in fiscal 1976 provided live coverage of Congressional hearings on a number of issues. Broadcast live and unedited, these hearings give the listener valuable insights into the normal operations of American government in a detail normally unavailable through other broadcast services.

Many listeners and member stations were involved in NPR's longest "special event" of the year, its Bicentennial offerings:

American Issues Radio Forum, geared to the national American Issues Forum topics, provided monthly national discussions among listeners and panel experts of broad topics of interest in this Bicentennial year.

Member stations produced historical programs for each state in a 50-week series entitled *States Of The Union*.

And NPR's Fourth of July program, entitled *Celebration 76*, was an unprecedented fifteen hours of mixed interviews, music, and recordings from Bicentennial celebrations all around the country.

NPR presents the arts in a variety of cultural formats for local station use. *Voices In The Wind*, a weekly arts magazine program, examines various aspects of the creative process itself. In addition, NPR distributes short features on film, theater, music, architecture and personalities each week.

NPR also provides a regular weekly series of music programs on high quality tapes to subscribing stations. Concerts from the European Broadcasting Union are offered, as are live-on-tape recordings of chamber and recital performances and a variety of folk festivals from around the U.S. NPR again distributed the annual Metropolitan Opera final audition competition live to member stations. And special programs during the year included live coverage of the Phil Ochs memorial concert from New York City and exclusive coverage of the performances of La Scala Opera Company at the Kennedy Center in Washington, D.C.

NPR encourages participation by the public in two of its cultural projects. The annual "Young People's Radio Festival" encourages children from six

to eighteen to produce creative radio programs. Annually, three national winners from specified age categories are awarded cash prizes and their programs are distributed nationwide. In addition, in fiscal 1976, NPR began a project with its member station WQED-FM in Pittsburgh to expand that station's annual piano competition to the national level.

CPB provides support for other public radio program production, including:

\$250,000 to *Earplay*, the national drama center for public radio. *Earplay*, a cooperative project of WHA/Madison, Wisconsin and KSJN/St. Paul, Minnesota, distributes modern radio drama to public stations on discs. The plays it distributes represent a compilation of the best of international acquisition and domestic production, including original radio work by new playwrights and established theatrical figures.

\$59,932 to the Electrosonic Studio at WHA/Madison, Wisconsin, for special continuity material useful for local radio production, and for audio experimentation and development.

\$500,000 for three local production centers. These centers—at KSJN/St. Paul, Minnesota; WGUC/Cincinnati; and WOSU/Columbus, Ohio—provide demonstrations of the impact of significant increases in CPB's support for local program production. The centers can provide the best of their program materials of a more than local interest to NPR for distribution to other stations, reaffirming the premise that the best of local public broadcasting production should have access to national distribution.

Industry Support Services

The Responsibility for Service

"The Corporation is authorized ... to obtain grants from and to make contracts with individuals and with private, state and federal agencies, organizations and institutions ... to hire and accept the voluntary services of consultants, experts, advisory boards, and panels ... to conduct research, demonstrations, or training in matters related to noncommercial educational television or radio broadcasting."

Public Broadcasting Act of 1967

The Service Responsibilities

In its efforts to strengthen the future of public broadcasting, CPB conducted a broad range of public broadcasting support services in fiscal 1976. These activities included public policy advocacy before the FCC; the creation of a Department of Human Resources Development; amplification of equal opportunities and training programs including those for women and minorities; statistical data gathering; research; educational projects; and public participation.

In 1976 CPB brought its resources to bear on a number of issues that transcend immediate objectives and focus on future development of the industry. The scope of that involvement is highlighted by this look at CPB activities on behalf of public broadcasting.

CPB and Improved Technology

CPB advanced a number of technical recommendations on broadcast and related matters before the FCC in 1976.

In filings before the FCC, the Corporation proposed:

- The drop-in of short-spaced VHF stations where feasible and the addition of new, low-powered television stations in that band where stations could operate without interference to existing stations. Drop-ins would require reductions in the FCC's current mileage separation distances for VHF stations. The channels opened up in the process could be reserved for public broadcasting and for minority and other groups presently without access to program participation or ownership.
- A six-point plan for improved UHF reception. With large population centers dependent on UHF for public television service, CPB joined with PBS, National Association of Broadcasters, Association of Maximum Service Telecasters and others to urge the FCC to adopt an approach aimed at reducing UHF receiver noise, facilitating UHF

tuning, improving UHF indoor antennas, improving outdoor antennas and lead-in-wire, increasing the efficiency of UHF transmitters, improving transmitter and antenna installations, and educating the public to help solve UHF problems.

- The addition of new AM channels reserved for non-commercial use by reducing AM channel bandwidths, extending the present AM band, and breaking down the remaining "clear" channels. These actions could result in literally hundreds of new local channels. Most of the nation's existing public radio licenses are concentrated in the FM band, a fact which deprives the AM-only audience of access to public radio programs and benefits.
- Preservation of the UHF band, expanded use of the ITFS band, expansion and more efficient use of the present AM band, provision of new opportunities for low-cost satellite distribution in allocating new bands—all this in preparation for the World Administrative Radio Conferences in 1977 and 1979.

CPB and Equality in Broadcast Practices

CPB's concern for equal opportunity in employment has been translated into wide-ranging activities intended to advance the objectives of women and minorities in public broadcasting. To coordinate and promote these efforts, the Corporation has established a Department of Human Resources Development.

Human Resources Development

Organization of the department in March, 1976 represented a significant effort by CPB to give direction to the entire area of human resources development in public broadcasting.

Included in the new department are four major offices: Minority Affairs, Women's Activities, Training and Development, and CPB Personnel.

The new department is charged with encouraging and supporting efforts by public broadcasting entities in the areas of equal employment opportunity, training and personnel development, and fair and equal treatment of all groups—particularly women and minority persons—in programs.

This responsibility includes CPB grants for women and minority persons training, close liaison with public broadcasting licensees and public broadcasting national organizations in the development of workshops and conference programs, job information exchange, and the collection and dissemination of statistical information.

CPB and Equal Opportunity

In August, 1976, the Subcommittee on Communications of the Interstate and Foreign Commerce Committee of the House of Representatives held oversight hearings to probe the enforcement of anti-discrimination and equal employment laws as they apply to public broadcasting. CPB President Henry Loomis, one of several witnesses, reaffirmed CPB's commitment to promoting equal opportunity in public broadcasting, but noted that CPB, as a private corporation, did not possess law enforcement authority.

Loomis advised the House Subcommittee on Communications that internal and external activities of the Corporation are governed by federal civil rights standards, but that enforcement remains the province of appropriate governmental agencies.

He nevertheless stressed that CPB has both a moral and professional commitment to advance the opportunities for minorities and women and to assume leadership in making those opportunities available.

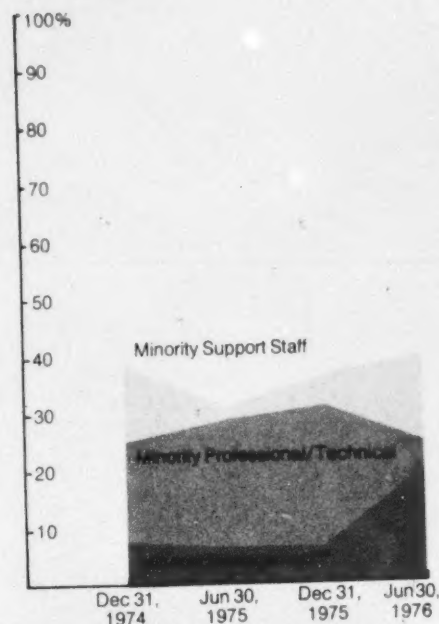
CPB Employment of Women and Minority Persons

A June, 1976 report developed by CPB's Human Resources Development Department noted significant progress in the employment of women and minority persons at CPB and in the public broadcasting industry.

The CPB Record

Minority employment representation at CPB increased from 26 percent in December, 1974 to 29 percent in June,

Figure 1: CPB Minority Employees. Percent Distribution by Job Categories* December 31, 1974—June 30, 1976

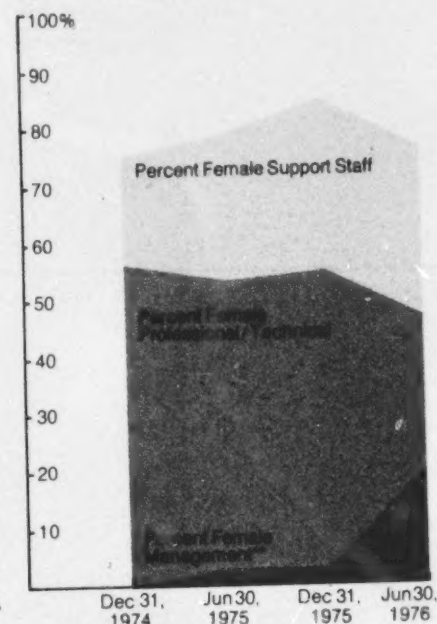


*Based on the CPB Job Levels
 **Includes Officers of the Corporation
 Source: Budget and Management Information

1976. At the management level, minority representation rose from eight percent in December, 1974 to 20 percent in June, 1976.

The representation of women at CPB moved from 49 percent in December, 1974, to 52 percent in June, 1976. A dramatic rise in the representation of women at the management level was indicated in an increase from zero percent in December, 1974, to 20 percent in June, 1976.

Figure 2: CPB Female Employees. Percent Distribution by Job Categories* December 31, 1974—June 30, 1976



*Based on the CPB Job Levels
 **Includes Officers of the Corporation
 Source: Budget and Management Information

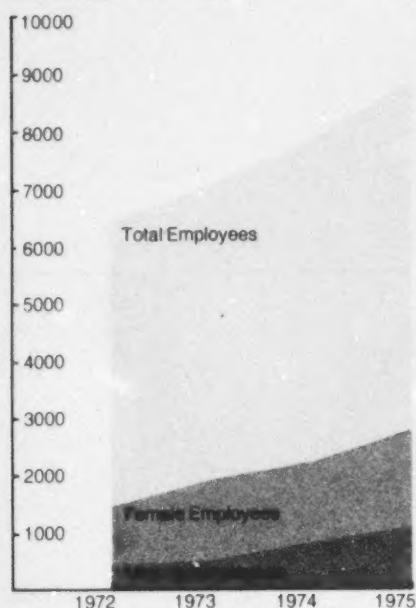
The appointment in February, 1976 of Adele S. Greene as vice president for public affairs and CPB's first woman corporate officer, highlighted the increase.

The present levels are above national labor force representation levels. (see the accompanying graphs)

The Public Broadcasting Record

The employment of women and minority persons in the public broadcasting industry (television and radio) increased

Figure 3. Total Female and Minority Full-time Employees of PTV and Public Radio Licensees: United States 1972—1975*



*The 1975 data were collected as of December 31, 1975, whereas the 1972-74 data were collected as of June 30th of each year.
Source: Budget and Management Information

at an accelerated rate over employment generally. From 1972 to 1975 total employment increased by 36 percent, while employment of minority persons increased by 74.5 percent and of women by 61.1 percent.

As a percentage of the industry work force, women represented 32.1 percent in 1975 (an increase from 24 percent in 1972 but below parity with the national labor force female repre-

sentation). Minority employees moved from 9.1 percent in 1972 to 11.7 percent at the end of 1975, a level considered at parity with the national labor force.

In public television alone, the employment of women went from 27.5 percent in 1972 to 32.5 percent at the end of 1975, and the employment of minority persons went from 9.6 percent to 12.2 percent over the same period.

For CPB-qualified radio stations, between 1972 and 1975, employment of women rose from 23 percent to 29.9 percent, and for minority persons from 5.7 percent to 9 percent.

The increases reported in the industry were at all levels—professional, management and support. (see the accompanying graph)

Women and Public Broadcasting

On November 12, 1975, the CPB Board of Directors accepted the report of its Task Force on Women in Public Broadcasting. Among other things, the Task Force found that:

"There is a serious underutilization of women in upper-level decision-making positions in public broadcasting and an over-representation of women at lower levels of employment," and, "public broadcasting programming does not present a diverse representation or balanced image of women."

The Board directed Management to review immediately the recommendations and take appropriate action. CPB's first response was to the employment recommendations that were basic to any desired change.

Some of the measures initiated included grants to the Women's Telecommunications Workshop, the Women's Producers Conference, and the Federation of Business and Professional Women.

Women's Training Grants

In 1976, CPB initiated the Women's Training Grants Project, awarding 14 public radio and television station grants totalling \$203,000. The grants are designed to provide training opportunities in areas of public broadcasting now employing low percentages of women.

Among some of the station positions included in the training grants are assistant chief engineer, local programming director, news editor, assistant station manager and producer/director.

Under the semi-annual grant program, CPB will pay up to one-half of the salary and benefits for training women for professional positions for a period of at least one year and no more than two years.

Minority Training Grants

In fiscal 1976, CPB awarded training grants to 47 individuals to provide a greater range of employment opportunities for ethnic minority persons in public broadcasting.

The Minority Training Grant Project provides up to one-half of the salary, benefits and training for recipients, for a maximum of two years. The grants are designed to increase the number of minority persons working in public

broadcasting and to upgrade the qualifications of those already employed in public television and radio, by providing significant training opportunities to minority persons.

Over the past three years, a total of 112 grants, amounting to more than \$1 million in support from CPB, have been awarded, with matching funds provided by the stations; 391 applications were submitted by 141 public radio and television stations.

Minority Scholarships

Two scholarships for graduate study at the University of Missouri School of Journalism were established in fiscal 1976 for ethnic minority personnel employed in public broadcasting.

Sponsored by CPB and the University of Missouri, the graduate scholarships in media and broadcasting are open to individuals with an undergraduate degree from an accredited college or university.

Scholarship recipients are expected to return to employment in public broadcasting for a minimum of one year following the award of a Master of Arts degree in Journalism.

Minority Writers Conference

CPB's Department of Human Resources Development awarded a \$12,000 grant to WNET-TV, New York, for a Minority Writers Conference on Television Production.

Initial funding by the New York State Council on the Arts underwrote the cost of 24 New York resident writers to attend. The CPB funding allowed an additional 24 writers from around the country to attend to provide a national perspective at the conference.

Its purpose was to familiarize minority and female writers with the special requirements and technical information associated with the development of teleplays.

Advanced Management Training

The Advanced Management Development Program organized by NAEB with the faculty of the Harvard Graduate School of Business Administration was developed with the advice and support of the Corporation. The principal objective of the program is to develop further the executive skills, techniques and capabilities of general managers of public television stations. Emphasis is on the role of the general manager, dealing with management leadership and decision-making. Attention was also given to management performance and style, and to human, financial, and marketing aspects of management operations.

Twenty-three individuals participated in the program, with CPB providing \$29,591 toward this unique opportunity.

The Joint Committee on Personnel Development and Training

In March of 1976, the presidents of the five major national public broadcasting organizations (Association for Public Radio Stations, Corporation for Public Broadcasting, National Association of Educational Broadcasters, National Public Radio, and Public Broadcasting Service) came together to establish the Joint Committee on Training and Personnel Development.

The Committee's tasks will be to secure and organize information about current national and station efforts in personnel training and development, and to develop a continuing procedure for identification of industry needs. In addition, the Committee will develop a comprehensive plan to improve current training efforts and to establish new programs and services.

The Committee is placing major emphasis on the need to increase the presence and improve the professional roles of minorities and women in public broadcasting.

Public Broadcasting Fellowship

CPB also created a new Public Broadcasting Fellowship in 1976 designed to assist highly qualified professionals achieve credits in an area of broadcast specialization. The first recipient is Topper Carew, educator, architect, musician, filmmaker and creator of *Rebop*—who will work with the BBC on dramatic presentations, as well as with other professionals.

Other Support Grants

As part of its support services to public broadcasting, CPB made a number of other grants in fiscal 1976. Two of note in the technical field were:

- \$25,000 to the Southern Educational Communications Association (SECA) for experimental testing of the public broadcasting implications of satellites. Using the communication technology satellite (CTS) for a minimum of four hours a day, three days a week, SECA will undertake a broad range of tests of the instructional and general audience programming capacity of the satellite for public broadcasting. Member stations have committed up to \$500,000 of their own to support this project, in an effort to expand regional interconnection services and to facilitate innovative program development and exchanges among the member stations and related agencies in the region served by SECA, which runs from northern Virginia to Texas. This innovative project can provide valuable early information on effective utilization for the national satellite interconnection service which public broadcasting will have in place by the end of 1979, while providing NASA with valuable data on the potential of satellite technology for future communications.
- \$25,000 to WGTE-TV, Toledo, to explore use of the city's municipal cable channel for broadcasting city council meetings, and other uses of that cable television system.

CPB Annual Financial Report and Information Survey

CPB annually collects data on finance, employment, broadcast and production from all of the public television and CPB-qualified public radio stations. This financial report and survey provides data for non-federal financial support, computation of the community service grants, employment and salary reports and ad hoc studies on the public broadcast industry.

The data is used primarily in industry planning, required reporting, budget and Congressional presentations. However, since the survey provides the largest source of industry data, the users include public broadcast stations, public interest groups, researchers in communications and private individuals seeking greater knowledge of public broadcasting activities.

Audience Research

The Office of Communication Research devotes a substantial portion of its activities to research and evaluation of the public broadcasting audiences throughout the public industry and distributes that information to the industry. The three major areas of inquiry include:

- Program development where OCR assists TV Activities in gathering and analyzing data to establish important program priorities.

- Pilot evaluation where each pilot funded with CPB money is tested among its "target" audiences. This accomplishes two things: one, it gives the producer something to consider for future programs and two, it rates the show for future funding.
- Program evaluation where specific programs are evaluated to determine whether they are worth funding for a second year.

OCR also seeks to assist the industry in meeting community obligations. In this view, OCR has sponsored a series of experimental studies on community ascertainment needs unique to the public broadcasting industry.

Among the more noteworthy research grants were:

- \$35,000 to R. H. Bruskin & Co. to ascertain national program interests and community interests, problems and needs.
- \$20,000 to Statistical Research, Inc. for a series of reports measuring public awareness of PTV, audience viewing habits, reactions to fundraising techniques and programming preferences.
- \$38,000 to Statistical Research, Inc. to conduct the Festival '76 Study on the effectiveness of development activities in public broadcasting.
- \$37,560 to ARBITRON (AID) to supply audience figures for the public radio stations. These provide listening estimates for public radio stations.

- \$21,636 to KQED-TV, San Francisco to evaluate *Over Easy*, a program for the elderly, and to evaluate promotion methods. The five-city study was done in conjunction with the Administration on Aging.
- \$20,000 to ARBITRON (AID) to analyze audience flow and demographics. The study also provides audience reach and frequency information.
- \$16,780 to WTVI, Charlotte, North Carolina to determine whether the station, currently licensee of a board of education, should become a separate corporation.
- \$10,000 to CUNY, New York to explore use of the *Ascent of Man* television series. The study will look at the incorporation of the series in the classroom.
- \$9,000 to the Roper Organization, Inc. to identify and incorporate the opinions of PTV viewers in their annual surveys on national issues.
- \$75,000 to A. C. Nielsen to supply audience ratings, some of which are on a monthly and weekly basis and some twice a year, to the Corporation for distribution to the public broadcasting industry.

Educational Activities

The Office of Educational Activities of CPB has devoted its resources to a number of projects that fall generally into these categories:

- increasing awareness of instructional broadcasting;
- collecting, analyzing and disseminating data of interest to public broadcasters, educators, legislators and other decision-makers;

- preparing publications for broadcasters that provide practical instructional information;
- assisting CPB's Office of Engineering Research on experiments with various non-broadcast technologies to assess their suitability for expanding instructional programming services;
- supporting the development of printed materials that make feasible the adaptation of available programming for classroom instruction purposes;
- cooperating with other CPB offices in the development of information needed to make decisions on projects with instructional potential, and
- providing financial support for activities and organizations that bring broadcasters and educators together to share ideas and discuss activities.

Projects include:

CPB/PBS ITV Awareness Project

This cooperative venture has brought about the development of an informative program, *Something's Happening*, showing how public television has been used for learning by people of all ages.

Eastern Educational Television Network Projects During "TV for Learning Week"

Three pilot projects were funded in September, 1976, designed to help stations work with volunteers or service organizations to extend awareness of instructional television among educa-

tors and the general public. Grants went to WNED in Buffalo, New York, WMHT in Schenectady, New York, and the New Jersey Public Broadcasting Authority.

Biennial Survey of Instructional Services by Public Radio and Television Stations

Surveys dealing with the financing of instructional services and the nature of such services provided by public broadcasting stations were designed to accompany the mailing of the CPB annual financial survey. Analysis of the returns should provide nationwide data on the stations' instructional services. The survey will be repeated every other year. This information will be made available to decision-makers at all levels through a separate CPB publication and through articles in professional publications.

CPB/NCES Utilization of ITV Survey

Under a project funded jointly by HEW's National Center for Education Statistics and CPB, instruments have been developed for a nationwide survey of the use of instructional television in elementary and secondary schools. The questionnaires will seek not only to measure utilization but also to identify obstacles to use.

NPR Educational Services Study Project

CPB funding made possible an Educational Services Study Project conducted by National Public Radio. The study documented the extent to which instructional programming constitutes a regular part of public radio service, and recommended a course of action in the field of education to NPR.

The results included a report on the state of educational radio and a set of recommendations for establishing a staff and adopting educational policies for immediate action.

Technology Comparison Study

This study will assess the cost and efficiency of various delivery systems from open-air broadcast to Instructional Television Fixed Service (ITFS), cable, videocassette and other modes, particularly as they apply to education. The result will be a handbook for local decision-makers, educators, broadcasters and telecommunications planners that can be used to facilitate the choice of delivery systems to meet specific needs.

The Third National Conference on Open Learning and Nontraditional Study

The University of Mid-America is a new kind of open-learning institution administered by a consortium of state universities in the Midwest which makes consistent use of broadcast as one of its delivery modes. In June, 1976, CPB joined with the National Association of State Universities and Land-Grant Colleges, UMA, and the National University Extension Association to co-sponsor and plan The Third National Conference on Open Learning and Nontraditional Study. This meeting, held at UMA headquarters in Lincoln, Nebraska, served as a forum for the discussion of the dimensions of open learning and nontraditional study by some 275 higher educators and broadcasters.

Public Participation

Given its public character and commitment, CPB has taken on the responsibility of generating contacts with its diverse publics in a number of ways beyond the delivery of programs over television and radio.

Those contacts involve the participation of the public and representatives of the public at all levels of the public broadcasting industry—from local stations to national agencies.

The participation provides members of the public with the opportunity to make important contributions to public broadcasting and, in turn, to the constituencies served by it. Public participation activities can be characterized as advisory or service-oriented; CPB's liaison with the public encompasses both forms.

At the national level, CPB has relied on members of the public in a number of ways: service on panels, advisory committees and task forces, participation in open Board of Directors meetings and public hearings, input from opinion leaders, and public assessment through research.

One of the long-standing ways CPB has fostered citizen involvement is through its Advisory Council of National Organizations (ACNO), a group of more than 40 major professional, religious, public interest and educational organizations formed to counsel CPB on policy. Operating in committees and in quarterly forums, ACNO's basic function is advisory.

In 1976, an eight-member Radio Volunteer Advisory Committee was formed with members from representative public radio stations to assist CPB in its public participation program for public radio.

A 15-member task force conducted the first major study of the role of women in public broadcasting.

Panels have been assembled to provide critical guidance on the development of new programs—distinguished black artists for a program on black culture, American Indians for a program on Indian culture, critics of drama for a series of dramatic presentations, and choreographers and dance critics for a program on the dance.

CPB is continuously evaluating its relationship with the public sector and in June, 1976, a Board resolution directed Management to reexamine CPB's relationship with the public in order to create greater public awareness of and participation in public broadcasting. In that regard, CPB took significant steps early in fiscal 1977 to implement that directive. A research study by the New York firm of Yankelovich, Skelly and White, Inc. was commissioned to help CPB determine the most effective methods of involving the public and organizations representing the public in furthering the goals of the Public Broadcasting Act of 1967.

**Advisory Council of
National Organizations
to CPB
1975-76**

Executive Committee

Chairperson

Rev. Patrick J. Sullivan, S. J.
U.S. Catholic Conference

Vice Chairpersons

Nancy McMahon
American Council for
Better Broadcasts

Yvonne Price
NAACP

Members-at-Large

James D. Williams
National Urban League

Al Zack
AFL-CIO

Immediate Past Chairperson

Rev. William F. Fore
National Council of the
Churches of Christ

Committee Chairpersons

Community Involvement

Frances McClintock
National Council of Women

Education

Dr. Ellen Winston
National Council of Homemaker-
Home Health Aide Services, Inc.

Membership

Steve Radabaugh
National Council of
Senior Citizens

Program

Dr. Linda Hartsock
American Association
of University Women

Public Policy

Cathy Irwin
National Organization
for Women

*Member Organizations of the
Advisory Council*

American Association of Retired Persons/
National Retired Teachers Association
American Association of School
Administrators
American Association of University
Women
American Bar Association
American Council for Better Broadcasts
American Council on Education
AFL-CIO
American Jewish Committee
American Library Association
American Public Health Association
American Red Cross
Associated Councils of the Arts
Association of Junior Leagues
Child Welfare League of America, Inc.
Consumer Federation of America
Council of AFL-CIO Unions for
Professional Employees
General Federation of Women's Clubs
League of United Latin American
Citizens
League of Women Voters
National Association for the
Advancement of Colored People
National Association of Counties
National Black Media Coalition

National Catholic Education Association
 National Center for Urban Ethnic Affairs
 National Congress of American Indians
 National Congress of Parents and Teachers
 National Council of Churches of Christ
 National Council of Homemaker-Home
 Health Aide Services, Inc.
 National Council of Negro Women
 National Council of Senior Citizens
 National Council of Women
 National Education Association
 National Farmers Union
 National 4-H Foundation
 National Latino Media Coalition
 National Organization for Women
 National University Extension Association
 National Urban League
 Pacific/Asian Coalition
 Southern Baptist Convention
 United Auto Workers International Union
 United Nations Association of U.S.A.
 U.S. Catholic Conference
 U.S. Jaycees
 U.S. National Student Association

Affiliates

Citizens Communications Center
 Foreign Policy Association
 Joint Center for Political Studies
 Publi-Cable, Inc.

Observers

Adult Education Association
 American Institute of Architects
 American Nurses Association
 Boy Scouts of America
 Center for a Voluntary Society
 Church Women United
 Chinatown Planning Council
 Coalition of Adult Education
 Common Cause
 Council for Exceptional Children
 Delta Sigma Theta, Inc.
 Morality in Media
 National Association of Media Women
 National Audubon Society
 National Business League
 National Center for Voluntary Action
 National Conference of State Legislatures
 National Commission on Cooperative
 Arrangements
 National Council of La Raza
 National Council of Organizations
 for Children and Youth
 National Governors Conference
 National Health Council

National Jewish Community Relations
 Advisory Council
 National Legal Aid and Defender
 Association
 National Recreation and Park Association
 National Urban Coalition
 National Wildlife Federation
 Synagogue Council of America
 United Methodist Church
 U.S. Chamber of Commerce
 Women's Equity Action League

In September, 1976, the following officers were elected to serve the Advisory Council:

Chairperson

Nancy C. McMahon
 American Council for Better Broadcasts

Vice Chairperson

Dr. Harold E. Wigren
 National Education Association

Vice Chairperson

James D. Williams
 National Urban League

The Board of Directors

Composition

"The Corporation shall have a Board of Directors ... consisting of fifteen members appointed by the President, by and with the advice and consent of the Senate ... no more than eight members of the Board may be members of the same political party ... selected from among citizens of the United States ... who are eminent in such fields as education, cultural and civic affairs, or the arts, including radio and television ... selected so as to provide as nearly as practicable a broad representation of various regions of the country, various professions and occupations, and various kinds of talent and experience appropriate to the functions and responsibilities of the Corporation."

Public Broadcasting Act of 1967

Corporate Activities

Ten new Presidential nominees and one renominee were confirmed by the Senate as members of the CPB Board. Open meetings of the Board and open-forum meetings for public participation were initiated. A statement of CPB Mission and Goals and Tasks and Responsibilities was approved by the Board in November, 1976.

Appointments to the Board

The Senate voted on three separate occasions between July, 1975 and September, 1976 to confirm ten new Presidential nominees as members of the CPB Board and to confirm current Chairman Robert S. Benjamin for the balance of an existing term expiring in March, 1976.

Confirmations were as follows:

Confirmed July, 1975:

Robert S. Benjamin, current chairman, senior member of New York law firm of Phillips, Nizer, Benjamin, Krim and Ballon, and chairman of the finance committee of United Artists Corporation (Democrat—term expiring March, 1976).

Virginia B. Duncan, producer/director with KQED-TV, San Francisco (Democrat—term expiring March, 1976).

Amos B. Hostetter, Jr., executive vice president, Continental Cablevision, Inc., Boston (Independent—term expiring March, 1978).

Lucius Perry Gregg, Jr., vice president, First National Bank of Chicago (Independent—term expiring March, 1980).

Lillie E. Herndon, immediate past president, National Congress of Parents and Teachers, Columbia, South Carolina (Republican—term expiring March, 1980).

Donald E. Santarelli, partner in D.C. law firm of Santarelli, Sandground and Good (Republican—term expiring March, 1980).

W. Allen Wallis, chancellor, University of Rochester (Independent—term expiring March, 1980).

Confirmed March, 1976:

Diana Lady Dougan, chairman of the Board of Directors of The Friends of KUED-TV, Salt Lake City, and ex officio Board Member of the National Friends of Public Broadcasting (Republican—term expiring March 1980; Mrs. Dougan was nominated by President Ford after the Senate failed to confirm Joseph Coors, nominated by President Ford, for the vacancy).

Confirmed September, 1976:

Louis P. Terrazas, president, Gold Bond Manufacturing Co., Natalia, Texas (Republican—term expiring March, 1978).

Clyde M. Reed, editor and publisher, *The Parsons Sun*, Parsons, Kansas (Republican—term expiring March, 1982).

Charles W. Roll, Jr., senior study director, The Gallup Organization, Inc., Princeton, New Jersey, and president, Polls, Inc., Lawrenceville, New Jersey (Republican—term expiring March, 1982).

Consideration of three additional nominees of President Ford was set aside by the Senate Commerce Committee in September, 1976. They were Charles Crutchfield, Leslie Shaw and Paul M. Stevens.

Completing the full 15-member Board are:

Thomas W. Moore, current vice-chairman of the board, president, Tomorrow Entertainment, Inc., New York (Republican—term expired March, 1976*).

Dr. Gloria L. Anderson, professor and chairman of the chemistry department, Morris Brown College, Atlanta (Democrat—term expiring March, 1978).

Michael A. Gammino, Jr., president, Columbus National Bank, Providence, Rhode Island (Democrat—term expiring March, 1978).

Joseph D. Hughes, attorney-at-law, Pittsburgh (Republican—term expiring March, 1978).

**Directors continue to serve until a successor is confirmed by the Senate.*

Meetings of the Board

Under procedures adopted by the Board, regular meetings were opened to the public. Also initiated quite successfully were open-forum sessions in four Board meetings held in Los Angeles, Washington, Chicago and Denver. During these forums, the Board heard from more than 75 individuals from public television and radio stations, community-based organizations and the general public on numerous topics related to public broadcasting. The Board, after assessing the value of open meetings, agreed unanimously in July of 1976 to continue this practice.

Mission and Goals of CPB

In November, 1976, the CPB Board of Directors unanimously approved a statement of the Mission and Goals of the Corporation. It spells out corporate purposes growing out of the Public Broadcasting Act of 1967, and details the objectives CPB seeks to reach in furtherance of the provisions of the Act.

Here is the complete text of the CPB statement:

The Mission of CPB

The mission of the Corporation for Public Broadcasting, a private corporation largely supported by federal funds, is to take the lead in helping to develop a uniquely American non-commercial public radio and television system that will inform, enlighten, entertain and enrich the lives of people.

CPB derives its authority for this mission and its responsibility for seeing that it is performed from the Public Broadcasting Act of 1967.

The Goals of CPB

CPB can reach its goals only within the structure laid out in the Act, which is modeled after the division of power between centralization and decentralization set forth in the Constitution and is like no other broadcasting structure in the world. CPB must work within this structure by leadership, example, persuasion and close cooperation with the local stations and their representative organizations.

In accordance with the above premises, the Board of Directors of CPB, whose members are appointed by the President and confirmed by the Senate, have set forth the following goals for the Corporation:

Local stations: bedrock of the system.

To so help guide the growth of the system that the source of its strength and vitality are the local stations—individually, and as the controlling force in their own voluntary associations, working in close cooperation with CPB to help evolve and shape the future of public broadcasting.

Local stations: community institutions.

To help the local stations move toward the goals of wide public support, sensitive response to community needs, financial health, superior personnel and equipment and unshakable independence.

—**Programming.** To help raise the quality of public broadcasting programs to a level worthy of the highest expectations of the American people, attracting to this endeavor the finest creative talent available.

—**Experimentation.** To take the lead in developing the unexplored potential of public radio and television to bring to viewers and listeners new sources and kinds of information, insights and delight.

—**Wide Audiences.** To encourage the development of programs that not only satisfy the needs and desires of small groups or classes of people but, collectively, those of all the people of the United States; for this, then, would truly be public broadcasting.

—**Interconnection.** To help guide the development of interconnection systems for public radio and television that are controlled by the local stations, that will permit simultaneous national broadcasting of important events and programs without central network-like control over local choice, that will transmit the highest quality signal available, using the latest feasible technology, including satellites, that will provide enough programs to permit maximum flexibility in local selection and scheduling, and that will establish a variety of sub-interconnections for locally-produced, regional broadcasts.

—Ascertainment of Audience Needs.

To help establish a workable system for ascertaining the programming and other relevant needs of the public through competent research, Congressional liaison, close relations with the individual stations and with national organizations representing a wide variety of human interests.

—**Awareness.** With the cooperation of the local stations and their national organization, to make the American people at large, and special groups in particular, fully aware of those public radio and television programs they would like to hear and see.

—**Freedom.** To act with courage and wisdom as the guardian of the freedom of public broadcasting, which is peculiarly susceptible to attack and restriction as the only domestic communications medium receiving financial support from local, state and federal governments, for without freedom of expression, public broadcasting cannot be creative, serve and protect the public interest or meet the high expectations of the people of the United States.

Tasks and Responsibilities

The Board also unanimously adopted a statement of CPB Tasks and Responsibilities: Resolved: "That the Board has adopted a Statement of the Mission and Goals of the Corporation for Public Broadcasting; and that the Board desires to provide guidance for the application of that Statement of Mission and Goals to the tasks and responsibilities of the Corporation, and from time to time to review such guidance. For that purpose, the Board does adopt this Statement of Tasks and Responsibilities of the Corporation for Public Broadcasting:"

—The Corporation for Public Broadcasting (CPB) has the task and responsibility for providing national leadership to the development of public broadcasting in the United States. Although there is one American people, there are many American publics and public broadcasting must strive to meet the diverse needs of all these publics. CPB's fundamental mission is to enhance the ability of each citizen of the United States to see and hear unique programs of excellence, relevance, stimulation, and balance.

—CPB's leadership function relates to every significant aspect of public broadcasting which will contribute to the development and improvement of a national system balanced by decentralization.

—CPB must provide leadership and financial support to the development and steady improvement of a national public broadcasting system built on the principle which holds each licensee responsible for its own broadcasts. CPB's main effort must therefore be to aid, support, and encourage each broadcast licensee in the performance of its own mission as a unit of contribution to a national system.

The following are CPB's main tasks:

Federal Support

CPB was created to serve as the mechanism through which the federal government may support and contribute toward the development of public broadcasting without infringing upon its independence as a domestic means of communications, protected by the Constitution.

CPB—with the support of the individual broadcasters and their organizations—must persuade both the Executive and Legislative branches of the federal government to provide adequate funds in such a manner that CPB retains its private status and public broadcasting is insulated from undue political pressure.

CPB's accounting to the government on its stewardship of the funds entrusted to its care must earn and retain the confidence and trust of the Administration and Congress, particularly since it is desirable to have the amount of federal funds predictable several years in advance.

In order to assure separation of the government from domestic broadcasting, CPB must resist attempts by the government to establish detailed priorities in either the authorization or appropriation laws. It is desirable to have the federal government adopt a system for its support of public broadcasting which would hold the Corporation completely accountable while insulated from pressure or control. The new system of relating the federal appropriation to the amount of non-federal support raised by public broadcasting is designed to meet this goal. Re-examination of the system itself should occur only at infrequent intervals.

Financial Support of Licensees

CPB can assist local licensees to provide improved service to their audiences by direct financial support contributed in a manner which achieves the following:

- enhances community service, independence and freedom of choice of each licensee;
- prevents undue interference by CPB in local decisions;
- requires each licensee to account for the expenditure of the CPB grant;

- provides significant support to the licensee but does not seriously weaken other forms of support CPB provides public broadcasting;
- does not replace local funds;
- does not exceed 50% of the licensee's nonfederal funds, lest the licensee lose its independence;
- encourages excellence and ability to raise nonfederal funds;
- encourages either new licensees or new services to meet unfulfilled needs, and
- discourages creation of new activities with CPB funds which once begun cannot be sustained with local funds.

The views of licensees should be sought for regular improvement of the system for distributing funds, which must be predictable and consistent, but must not be static.

Interconnection System

The law authorizes CPB to assist in the development of one or more interconnection systems and support program libraries. CPB's task, therefore, is to guide the development of interconnection services to all licensees which permits the maximum freedom of choice among the greatest diversity of programs of high quality

- The interconnection system should provide the licensee with the ability to select several programs from among a larger number being provided simultaneously.
- The interconnection system should permit programs to originate from many locations.
- The interconnection system should be capable of providing simultaneously both national services and special services among limited groups of licensees having common interests.
- The interconnection system should permit coordinated radio and television broadcasts.
- The interconnection system should have technical characteristics at least equal to the highest radio and television broadcast standards.
- The system must be reliable.

With the aid of the law, which permits CPB to receive free or reduced rates, every effort must be made to obtain the best interconnection at the lowest price.

- CPB, in consultation with the licensees, must determine that its funding of the interconnection is reasonable when compared to the cost of the programs available for distribution.
- CPB should participate with licensees and their organizations in developing procedures for access to the interconnection.

- CPB should participate with licensees and their organizations in developing scheduling which provides the greatest number of excellent programs from the most diverse sources, at times most useful and practical for the licensees.

Quality Programming

CPB is only one among many sources of funds for program production. CPB, therefore, has dual goals: (1) to provide leadership and enhance cohesion among the diverse funders of programs and, (2) to utilize CPB funds to develop unique programs.

- CPB should lead in the development of national program priorities and assure their review annually.
- CPB should alert funders to priority areas which appear to be underfunded and seek their support, being prepared to participate in a consortium with other funders as necessary.
- CPB should develop programs in priority areas for which insufficient high quality programs are being produced.
- CPB should aid producers in obtaining funds whenever CPB judges the proposal to have particular merit.
- CPB should identify and aid new producers in order to diversify the sources of programming.

- CPB should fund experimental programs testing new ideas, talent, organizations, equipment, or subject matter.
- CPB should participate with the licensees and their organizations in establishing effective standards and procedures for accepting program underwriting, especially from government departments and organizations.
- CPB must constantly guard all types of production from undue interference from any source, including itself, and therefore should not participate in the continued funding of established programs.

Instructional Broadcasting

The primary responsibility for increasing the efficiency of instructional broadcasts in institutions of learning rests with each licensee and each educational entity. CPB, however, has the task of providing leadership to the public broadcaster's effort.

- CPB should encourage excellence, innovation, and daring in instructional programs as in general programs.
- CPB should encourage new techniques for utilizing broadcasts designed for general audiences to meet special instructional needs.
- CPB should seek to improve the mutual respect and understanding between educators and broadcasters at all levels.

Ascertainment and Audience Research

Development of program priorities requires a systematic ascertainment of the potential audience's priority needs and interests. Each licensee has the primary responsibility for determining the needs and interest of its audiences, with CPB providing aid upon request.

- CPB has the responsibility for constructing national priorities based on the sum of local findings.
- CPB should lead in the development of effective techniques to ascertain the audience's needs and interests.
- CPB should encourage the standardization of terms and data to permit the construction of accurate national findings.
- Upon request, CPB should make grants to licensees to encourage their experimentation with new ascertainment techniques.

Accurate and detailed data on present audiences is a necessary first step in the ascertainment process. CPB has the task of obtaining basic communication research as well as attitudinal and audience research done by others, and culling from it, the data, hypotheses, and conclusions relevant to public broadcasting.

- CPB has the responsibility to initiate research itself which is specifically designed to provide critical or specialized data not otherwise available.
- CPB should stimulate licensees and others to participate in such specialized research.
- CPB research should be concerned not only with the number and demographic characteristics of the audience, but also with their assessment of current programs and their desires for future programs.
- CPB research should make a critical contribution to the assessment of all pilot programs funded by CPB.
- CPB should make all its data available to all concerned with public broadcasting.

Providing Data

CPB has the responsibility of providing reliable and timely summary information on all aspects of public broadcasting which are relevant to appraisal of the present or planning for the future. Cooperation of each licensee is vital, since only they can provide the basic data.

- CPB must establish a method for verification of licensee financial data which is acceptable to the Treasury Department.
- CPB should first develop definitions and criteria which are understandable and acceptable to the licensees and the users of the data, especially the Congress.

- CPB should coordinate its data gathering effort with other national organizations in order to lessen the burden on the licensees.
- Based on information from the licensees and its own studies, CPB should provide an analysis of programming appearing on public radio and public television.
- CPB should publish at least annually comprehensive statistics of employment within public broadcasting. CPB should analyze the data to show where change has occurred and to identify areas where further effort is required to achieve a fair and effective personnel system.
- CPB should periodically inventory the physical plant of public broadcasting, highlighting the areas in greatest need of improvement and estimating the order of magnitude of funds that would be required to provide a satisfactory physical plant.

Personnel

CPB should take the lead in attracting and developing superior talent for public broadcasting and in creating an environment which is totally free of discrimination of any kind.

- CPB has the task of aiding licensees in improving the effectiveness of both their personnel policies and the skills of their individual employees.

- CPB should sponsor seminars and workshops to improve employee performance in such fields as management, programming, and equal employment techniques.
- In partnership with a licensee, CPB should provide scholarships for individuals in need of extended training in order to reach their full potential.
- CPB should help improve the communications between those seeking employment and those hiring employees for public broadcasting. Special efforts should be made to attract and involve women and members of minority groups at every level of public broadcasting.
- CPB should encourage the effective utilization of volunteers at all levels of public broadcasting.

New Technologies

CPB has the responsibility of helping to bring the new technologies into use in public broadcasting to aid the licensees in providing diverse programs to the many American publics. This requires first-class broadcast facilities, specialized distribution techniques, modern, efficient and flexible recording and production equipment, and multiple channel availability to the home.

- CPB should fund technical research and demonstration required to develop specialized equipment to meet a unique need of public broadcasting.

- CPB should participate in the development and assessment of new methods of non-broadcast distribution which increases the flexibility, quality or diversity of programs made available to the audience.
- CPB should coordinate its efforts with those of HEW and its broadcast facilities program.

Non-Federal Funding

True independence requires a wide diversity among sources of funds. While CPB has the unique task of receiving funds for public broadcasting from the federal government, it has additional funding responsibilities.

- CPB should aid licensees and their organizations in obtaining funds from local governments, organizations and individuals.
- CPB must seek private funds for itself not only to increase the scope of its activities but, more importantly, to provide it with greater independence.
- CPB may form consortia with other funders for specific purposes, may provide data and advice to a licensee preparing a presentation to a public or private source of funds, may analyze the results of fund-raising drives.
- CPB has the responsibility of providing, upon request, effective support of all types of those seeking to raise funds for public broadcasting.

Government

CPB, chartered to lead and assist public broadcasting, but not itself a broadcaster or producer of programs, is in a unique position to advise, or petition, government agencies on matters affecting public broadcasting.

- CPB has the task of providing appropriate federal agencies, especially the FCC, with data, ideas, and evaluations when such agencies are considering issues significant to public broadcasting.
- CPB has the task of supporting research in unexplored areas which could affect decisions of government agencies bearing on public broadcasting.
- CPB has the special responsibility of initiating requests for action by government departments in critical areas.
- CPB has the responsibility of developing effective working relations and mutual trust with the appropriate committees of the Congress.
- CPB has the responsibility of defending before the courts the constitutionality of the Public Broadcasting Act, the private nature of public broadcasting, and the policies and actions of CPB.

Planning

CPB has the responsibility of leading all elements of public broadcasting in the development of long-range plans and goals, including those related to program requirements, effects of new technology, required and predicted financing, and organizational changes.

CPB has the task, working with licensees and their organizations, of establishing goals and plans for the amount and type of non-commercial audio and video programs to provide the American public, the mix of distribution modes, and the number of simultaneous programs to provide.

Organization

Furthermore, CPB has the responsibility of aiding the licensees in establishing national and regional organizations based on the principle of decentralization and partition of power. It is essential that the authority and responsibility of each element in public broadcasting be clearly defined. The system must have effective checks and balances which permit cohesion without dictatorship, diversity without anarchy. It is essential that these principles apply to the particularly sensitive area of program selection.

CPB should aid in developing effective, mutually supportive and intertwined relationships between decentralized public broadcasting and an equally—but differently—decentralized educa-

tion system. CPB should assist in clearly defining the responsibility and authority of the significant elements of both systems.

Communications

Finally, CPB has the responsibility of leading in the development and maintenance of an effective mechanism of communication between public broadcasters and their audience—the public. The goal is effective two-way communication at many levels: between producers and the audience of their program; between licensees and the audience in their area; between licensee organizations and CPB on one hand and the general public and their national organizations on the other. To be effective such communication must be two-way, mutually respectful, frequent and candid. In short, CPB has the task and responsibility of leading in the creation of a system and an atmosphere in which creative individuals can create and audiences' needs and interests are paramount.

Financial Review

THE CORPORATION FOR PUBLIC BROADCASTING

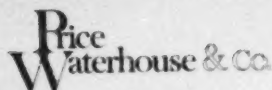
**Corporation for Public Broadcasting
Financial Summary**

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	YEARS ENDED JUNE 30					
	1971	1972	1973	1974	1975	1976
Resources Available						
Federal appropriation	\$23,000,000	\$35,000,000	\$35,000,000	\$47,750,000	\$62,000,000	\$78,500,000
Federal grants and contracts ...	711,037	224,762	35,677	113,033	90,000	105,500
Non-Federal contributions and other income	5,112,735	5,601,340	4,024,856	5,596,701	9,333,764	5,577,466
Interest	234,660	693,936	353,394	853,145	1,330,040	951,625
Current year revenue	29,058,482	41,520,038	39,413,927	54,312,879	72,753,804	85,134,591
Carry-over from prior year	1,128,258	2,210,459	3,633,687	1,647,018	3,771,351	4,537,979
Prior year unliquidated budget commitments	1,367,842	1,295,539	597,143	965,579	1,410,569	5,017,366
Net assets at beginning of year	2,496,100	3,505,998	4,230,830	2,612,597	5,181,920	9,555,345
Total	\$31,554,582	\$45,026,036	\$43,644,757	\$56,925,476	\$77,935,724	\$94,689,936
Application of Resources						
Grants and awards	\$24,587,396	\$37,164,737	\$37,273,347	\$48,056,292	\$63,882,776	\$74,948,382
Programs administered by CPB	1,224,087	987,474	693,382	787,336	1,001,877	791,538
Programs and activities	25,811,483	38,152,211	37,966,729	48,843,628	64,884,653	75,739,920
Administrative support	2,237,101	2,642,995	3,065,431	2,899,928	3,495,726	4,392,963
Current year expense	28,048,584	40,795,206	41,032,160	51,743,556	68,380,379	80,132,883
Current year unliquidated budget commitments	1,295,539	597,143	965,579	1,410,569	5,017,366	9,305,096
Carry-over to next year	2,210,459	3,633,687	1,647,018	3,771,351	4,537,979	5,251,957
Net assets at end of year	3,505,998	4,230,830	2,612,597	5,181,920	9,555,345	14,557,053
Total	\$31,554,582	\$45,026,036	\$43,644,757	\$56,925,476	\$77,935,724	\$94,689,936

Non-Federal Contributions—Fiscal 1976

Columbia Broadcasting System, Inc.	\$ 291,878
The Ford Foundation	4,824,472
Public Broadcasting Service	208,039
Other Contributions Less Than \$50,000 each and Other Income	253,077
	<u>\$5,577,466</u>



1801 K STREET N.W.
WASHINGTON, D. C. 20006
202-296-0800

**To the Board of Directors of
Corporation for Public Broadcasting**

August 12, 1976

In our opinion, the accompanying statements of net assets and the related statements of changes in net assets present fairly the financial position of Corporation for Public Broadcasting at June 30, 1976 and 1975 and the changes in net assets for the years then ended, in conformity with generally accepted accounting principles consistently applied. Our examinations of these statements were made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances, including confirmation of the cash and securities owned at June 30, 1976 and 1975 by correspondence with the depositories.

Price Waterhouse

**Corporation for Public Broadcasting
Statements of Net Assets**

	June 30 1976	1975
Assets:		
Cash	\$ 910,373	\$ 155,884
Federal securities held under repurchase agreement with bank	28,000,000	16,000,000
Receivables:	8,500,000	
Federal appropriation	771,482	2,322,242
Other	196,848	190,627
Prepaid expenses and deposits	38,378,703	18,668,753
Liabilities:		
Accounts payable and accrued liabilities	521,156	446,140
Grants and contracts payable	22,846,580	7,638,140
Deferred grant income (Note 1)	453,914	1,029,128
	23,821,650	9,113,408
Net assets (Note 4)	\$14,557,053	\$ 9,555,345
Net assets comprise:		
Amounts budgeted for specific projects (Note 4)	\$ 9,305,096	\$ 5,017,366
Amounts not budgeted for specific projects	5,251,957	4,537,979
	\$14,557,053	\$ 9,555,345

**Corporation for Public Broadcasting
Statements of Changes in Net Assets**

	Year ended June 30 1976	1975
Financial resources were provided by:		
Federal appropriation	\$78,500,000	\$62,000,000
Grants and contracts	105,500	90,000
Federal	5,369,548	9,229,176
Non-federal (Note 1)	207,918	104,588
Grant refunds (Note 1)	951,625	1,330,040
Interest income	85,134,591	72,753,804
Financial resources were used for:		
Programs and activities (Notes 1 and 4)	75,739,920	64,884,653
Administrative support expenses (Notes 2 and 3)	4,392,963	3,495,726
	80,132,883	68,380,379
Increase in net assets	5,001,708	4,373,425
Net assets at beginning of year	9,555,345	5,181,920
Net assets at end of year (Note 4)	\$14,557,053	\$ 9,555,345

**Corporation for Public Broadcasting
Notes to Financial Statements
June 30, 1976 And 1975**

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Note 1—Significant Accounting Policies

The Corporation, a District of Columbia Nonprofit Corporation authorized to receive Federal appropriations under Title II of the Public Broadcasting Act of 1967 as amended by the Public Broadcasting Financing Act of 1975 to provide financial and other support for noncommercial broadcasting, is exempt from income taxes as an organization described in Section 501(c)(3) of the Internal Revenue Code, and excise taxes as an organization that is not a private foundation as defined in Section 509(a) thereof.

Deferred grant income represents the unexpended balances of grants awarded to the Corporation for certain joint or restricted projects which are required to be returned to the grantors in the event such balances are not expended or committed for the purposes of the grant.

Liabilities and expenses relating to grants and other agreements made by the Corporation are recorded at the time the Corporation signs the documents formally establishing the liabilities. The unexpended balances of the grants awarded by the Corporation are required to be returned to the Corporation in the event such balances are not expended in accordance with terms stipulated by the grant. Grant refunds to the Corporation are recorded at the time of determination of the amount of refund due the Corporation, which is normally concurrent with the submission of a final accounting by the grantee (see Note 4).

Purchases of office equipment and fixtures are charged to administrative support expenses in the year of acquisition (\$94,000 in 1976; \$68,000 in 1975). Corporation contributions to employees' retirement plans are funded currently (\$261,000 in 1976; \$181,500 in 1975).

Note 2—Administrative Support Expenses

Administrative support expenses are summarized as follows:

	1976	1975
Personnel and related costs	\$2,827,569	\$2,166,964
Occupancy costs, net	577,783	400,400
Professional services	226,040	160,173
Other support expenses, net	761,571	768,189
	<u>\$4,392,963</u>	<u>\$3,495,726</u>

Note 3—Lease Agreements

The Corporation has long-term leases on office space which expire in 1978 and 1980. Annual base rentals under these leases are \$861,000 and \$267,000, respectively. Substantially all of the premises covered by the lease expiring in 1978 are sublet.

The Corporation is also obligated under a lease agreement payable in equal monthly installments through June 30, 1979 for certain equipment utilized by several noncommercial educational broadcasting licensees. The lease has been recorded as an installment purchase and the related liability, net of interest, is included in "grants and contracts payable" (\$340,000 at June 30, 1976).

Note 4—Commitments and Contingencies

The Corporation was one of several defendants in a legal action seeking, among other things, (1) to restrain such defendants from continuing activities influencing noncommercial programming decisions which are alleged to be in violation of the Public Broadcasting Act of 1967, and (2) damages aggregating \$100,000. In July 1975 the U.S. District Court for the District of Columbia issued a Memorandum Opinion and Order dismissing this lawsuit as to all defendants, including the Corporation. The plaintiffs filed a notice of appeal on August 21, 1975 in the U.S. Court of Appeals, District of Columbia Circuit where the case was argued in June 1976 and is presently awaiting a decision.

The Corporation's entire approved grants to Public Broadcasting Service (PBS) for the Station Program Cooperative for fiscal years 1976 and 1975 of \$9,172,000 and \$9,390,000, respectively, are included in program and activities expenses. A final accounting (see Note 1) by PBS has not been made for 1976 or 1975; consequently the amount of a potential refund from PBS cannot be determined at this time. However, any such refund is not expected to have a significant effect on the financial position of the Corporation.

Net assets at June 30, 1976 and 1975 include amounts budgeted by management for specific projects which are to be expended during future fiscal periods.

Note 5—Satellite Interconnection

In August 1976, the Corporation endorsed applications by PBS and thirteen noncommercial broadcasting licensees to the Federal Communications Commission for permission to construct the ground segment (a main origination terminal and thirteen or more earth terminals) of a satellite interconnection for public television licensees. The applications filed were "lead applications", filed in anticipation of the future filing of up to 152 additional earth terminal applications and an as yet undetermined number of regional origination terminals. The Western Union Telegraph Company is expected to provide satellite carrier service to the interconnection system.

Implementation of the ground segment of the proposed satellite interconnection is expected to cost approximately \$40,000,000 over a construction period extending through fiscal 1979. The Corporation expects to finance approximately \$32,500,000 of the cost under a ten-year revolving line of credit with a syndicate of commercial lenders. This debt is expected to be repaid primarily out of Federal appropriations received by the Corporation during the ten-year loan period. The balance of the estimated cost is expected to be provided through direct contributions by the Corporation, PBS, noncommercial broadcasting licensees and other interested parties.

Note 6—Change in Fiscal Year

The Corporation will change its fiscal year end from June 30 to September 30 in the fiscal period beginning July 1, 1976 to conform with a similar change by the Federal Government.

Corporation For Public Broadcasting Fiscal Year 1976 Grants and Awards

I. Provide Programs for Public Television:

A. Production:

Public Broadcasting Service (PBS) 475 L'Enfant Plaza, S.W. Washington, D.C. 20024	\$ 9,243,372
Educational Broadcasting Corporation (WNET) 356 West 58th Street New York, New York 10019	2,565,383
Community Television of Southern California (KCTV) 4400 Sunset Drive Los Angeles, California 90027	2,052,058
Public Communication Foundation for North Texas (KERA) 3000 Harry Hines Blvd. Dallas, Texas 75201	158,411
Bay Area Educational Television Association (KQED) 1011 Bryant Street San Francisco, California 94103	112,392
Greater Washington Educational Television Association (WETA) P.O. Box 2625 Washington, D.C. 20013	82,791
William Groves Production Inc. 1776 Broadway New York, New York	75,744
Nguzo Saba Films, Inc. 1002 Clayton Street San Francisco, California 94117	73,661
Vermont Center for Cultural Studies RFD 2 Stowe, Vermont 05672	47,792
WHYY-TV 4548 Market Street Philadelphia, Pennsylvania 19139	44,000
Pacific Street Film Collective 280 Clinton Street Brooklyn, New York 11201	43,500
WKYC-TV P.O. Box 1515 Louisville, Kentucky 40201	40,000
Chicago Educational Television Association (WTTW) 5400 N. St. Louis Avenue Chicago, Illinois 60655	38,343
WGBH Educational Foundation 125 Western Avenue Boston, Massachusetts 02134	31,592
Community TV Foundation of Southern Florida, Inc. (WPBT) 14901 N.E. 29th Avenue North Miami, Florida 33161	25,660
Children's Television Workshop One Lincoln Plaza New York, New York 10023	25,000
T.A.T. Communications Company 1901 Avenue of the Stars Los Angeles, California 90067	20,000
WDCN-TV P.O. Box 12555 Nashville, Tennessee 37212	20,000
Aurora Enterprises Inc. 133 Udine Way Los Angeles, California 90024	17,495
WTFV-TV P.O. Box 2 Hershey, Pennsylvania 17033	17,000
See Art Films, Inc. P.O. Box 638 Ardley-on-Hudson, New York 10503	15,000
Oregon Educational & Public Broadcasting Service P.O. Box 1097 Portland, Oregon 97207	15,000
Arizona State University (KAET) Tempe, Arizona 85281	14,878
Angelo Haas 12 Rue Mesnil Paris, France 75115	10,000

Lord, Gelber & Federico, Inc. 1414 6th Avenue New York, New York 10019	7,408
Great Plains National TV Library P.O. Box 80669 Lincoln, Nebraska 68501	6,500
WLW-TV Eliot Avenue, West Garden City, New York 11530	6,033
New Jersey Public Broadcasting Authority (WNJT) 1573 Parkside Avenue Trenton, New Jersey 08638	6,025
Pat Stanley & Dennis Remick Box 12 Smyrna, New York 13464	5,561
Northern Cheyenne Communications Commission Lame Deer, Montana 59043	5,000
Washington State University (KWSU) Fulmer, Washington 99163	5,000
KCTS-TV University of Washington BH-10 Seattle, Washington 98195	4,486
Southwest Texas ETV Council (KLRN) P.O. Box 7158 Austin, Texas 78712	3,970
KPBS-TV 6402 College Avenue San Diego, California 92115	3,039
KTCB-TV 1640 Como Avenue St. Paul, Minnesota 55108	2,000
Mississippi Authority for Educational Television (WMAA) P.O. Drawer 1101 Jackson, Mississippi 39205	1,100
Maryland Center for Public Broadcasting (WMPB) Owings Mills, Maryland 21117	1,070
Nebraska Educational TV Network (KUNL) P.O. Box 83111 Lincoln, Nebraska 68501	846
WTHU-TV Lafayette University Boonington, Indiana 47401	750
Cotton Serv. Broadcasting of Mid-America Inc. (KPCT) 2100 Stark Kansas City, Missouri 64126	650
WXXI-TV P.O. Box 21 Rochester, New York 14602	540
Total Category I-A	\$14,849,073

B. Distribution

Public Broadcasting Service (PBS) 475 L'Enfant Plaza, S.W. Washington, D.C. 20024	\$10,824,665
Lincoln Lease/Way Inc. One Lincoln First Square Rochester, New York 14643	340,367
State of New Mexico Governor's Commission of Public Broadcasting Santa Fe, New Mexico 87503	230,000
KOCE-TV 15744 Golden West Street Huntington Beach, California 92647	46,669
Maine Public Broadcasting Network (MPBN) University of Maine Orono, Maine 04473	11,530
WCBH-TV P.O. Box 98 Lewiston, Maine 04240	4,551
New Hampshire Network Box 2 Durham, New Hampshire 03824	1,355
Total Category I-B	11,459,137
Total Category I	\$26,308,210

II. Provide Programs for Public Radio:

Production and Distribution:

National Public Radio 2125 M Street, N.W. Washington, D.C. 20006	\$ 4,783,084
Minnesota Educational Radio, Inc. (KJUN) Park Square Court 400 Sibley Street St. Paul, Minnesota 55101	225,000
University of Wisconsin (WHI) Madison, Wisconsin 53706	200,000
TRE University of Cincinnati (WGUC-FM) 110 Emory Hall Cincinnati, Ohio 45221	175,000
Telecommunications Center (WOSU-AM-FM) The Ohio State University 2409 Olentangy River Road Columbus, Ohio 43210	150,000
Eric Small 980 Brach Street San Francisco, California 94109	2,954
Cheryl A. Strange 7959 Riggs Road Adelphi, Maryland 20783	2,217
Samuel C. O. Hull 3532 Edmunds Street, N.W. Washington, D.C. 20007	1,671
David E. Miller 1280 21st Street, N.W. Washington, D.C. 20036	600
Total Category II	\$ 5,540,526

III. Planning, Research and Evaluation:

A. Communications Research

A. C. Nielsen Company P.O. Box 95228 Chicago, Illinois 60690	\$ 73,396
Statistical Research, Inc. 111 Prospect Street Westfield, New Jersey 07090	62,250
Lee Sulzberg Research, Inc. 120 East 56th Street New York, New York 10022	45,410
R. H. Bruckin Associates P.O. Box 1282 New Brunswick, New Jersey 08903	39,700
American Research Bureau 4320 Amundson Road Beltsville, Maryland 20705	32,160
Resign & Programming Service, Inc. 505 Buena Vista West San Francisco, California 94117	27,318
Roper Organization One Park Avenue New York, New York 10016	18,830
University of Maryland College Park, Maryland 20742	16,384
Yankelovich, Skelly & White, Inc. 575 Madison Avenue New York, New York 10022	13,800
Gilbert Marketing Group, Inc. 515 Madison Avenue New York, New York 10022	9,998
Faber & Company P.O. Box 5401 Greensboro, North Carolina 27408	8,335
Inner City Research & Interviewing Center 600 A Street, S.E. Washington, D.C. 20003	8,050
University of Texas Center for Communication Research Austin, Texas 78712	7,343
Bureau of Social Science Research Inc. 1990 M Street, N.W. Washington, D.C. 20036	7,000
David LeRoy 2814 Trebark Tallahassee, Florida 32304	6,269
Marketing Research Associates 1009 Garmon Avenue Teaneck, New Jersey 07666	6,067
Frank N. Magid Associates, Inc. One Research Center Mason, Iowa 52302	6,000

Arbitron P.O. Box 1815 U Washington D.C. 20013	5,400
University of Illinois Urbana, Illinois 61801	5,000
Indiana University (WFIU) Bloomington, Indiana 47401	4,760
Karen Sapolsky 37 Edgemoore Road Belmont, Massachusetts 02178	4,375
Leroy J. Miller 560 N Street, S.W. Washington, D.C. 20024	3,886
Robert L. Stevenson University of Washington Seattle, Washington 98195	3,866
University of Cincinnati (WGUC) 110 Emery Hall Cincinnati, Ohio 45221	3,600
Globe-Mar Associates, Inc. 2 Park Avenue New York, New York 10016	2,550
Peter Spain Stanford University Stanford, California 94305	1,985
R. A. Hayslip Associates P.O. Box 71 Lempster, New Hampshire 03606	1,831
Florida State University Tallahassee, Florida 32306	1,517
Anna F. Friedlander 11526 Cromwell Circle Dallas, Texas 75229	1,375
Russell E. Shain 930 Itasca Drive Boulder, Colorado 80303	1,375
Ronald Mulder 5107 S. Blackstone Avenue Chicago, Illinois 60615	1,375
Douglas Fuchs 10554 Seelick Lane Los Angeles, California 90024	1,375
Edward Wolring Florida State University Tallahassee, Florida 32306	1,000
Loren Robinson University of Wisconsin River Falls, Wisconsin 54022	963
Judy LeRoy 2814 Trebark Tallahassee, Florida 32304	799
Southwest Research, Inc. P.O. Box 20316 Dallas, Texas 75220	655
National Analysts 400 Market Street Philadelphia, Pennsylvania 19106	600
Market Research Interviewing Service 3015 E. Thomas Road Phoenix, Arizona 85016	550
WETV-TV 740 Bismark Road N.E. Atlanta, Georgia 30324	467
Allen Lichtenstein Florida State University Tallahassee, Florida 32306	410
John Strack 7125 16th Street, N.W. Washington, D.C. 20012	298
Shockley Research, Inc. 100 Oaks Shopping Center Nashville, Tennessee 37204	266
Larry Lichley University of Wisconsin Madison, Wisconsin 53706	226
Edith Spain 707 Lothian Drive Tallahassee, Florida 32303	170
Total Category III-A	\$ 438,826

B. Engineering and Development

Arnold & Porter 1226 19th St. N.W. Washington, D.C. 20036	\$ 600,053
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Colins Radin Group Rockwell International Corporation 1200 North Alma Road Richardson, Texas 75080	159,460
Touche, Ross & Co. 1900 M Street, N.W. Washington, D.C. 20036	116,043
Kessler & Wilhelm 3700 B-1 N.E. 53rd Avenue Gainesville, Florida 32601	101,800
Public Broadcasting Service 475 L Enfant Plaza, S.W. Washington, D.C. 20024	97,665
University of Southern California University Park Los Angeles, California 90007	26,552
McKinsey & Company 245 Park Avenue New York, New York 10017	25,711
Southern Educational Communications Association 328 Woodrow Street Columbia, South Carolina 29205	25,000
Greater Toledo Educational Television Foundation (WGTE) 415 North St. Clare Street Toledo, Ohio 43604	24,403
Eric Small 660 Beach Street San Francisco, California 94109	20,000
Western Union 60 Hudson Street New York, New York 10013	12,000
Communications Satellite Corporation P.O. Box 5169 Church Street Station New York, New York 10039	9,684
Avent, Fox, Kinter, Plotkin & Kahn 1815 H Street, N.W. Washington, D.C. 20006	9,683
Communications Planning Associates 701 Welch Road Palo Alto, California 94304	9,000
National Public Radio 2025 M Street, N.W. Washington, D.C. 20036	8,748
National Scientific Laboratories Westgate Research Park McLean, Virginia 22101	7,799
Atlantic Research Corporation 5390 Cherokee Avenue Alexandria, Virginia 22314	5,882
Stanford Electronic Laboratories Stanford University Stanford, California 94305	5,000
Gale A. Gilbreath 4908 Lunar Drive Columbus, Ohio 43214	4,050
Glen Fleck Design 369 Bonhill Road Los Angeles, California 90049	3,635
David Hershberg 14 Sunny Lane East S. Saker, New York 11733	3,506
Bureau of Social Science Research, Inc. 1940 M Street, N.W. Washington, D.C. 20036	3,460
Herbert S. Dordick 1359 Las Puigas Place Pacific Palisades, California 90272	3,000
Albert L. Horley 701 Welch Road Palo Alto, California 94304	2,751
Sheriff, Friedman, Hotman & Goodman 44 Third Avenue New York, New York 10022	1,781
The Mire Corporation P.O. Box 3500 Boston, Massachusetts 02241	167
Total Category III-B	1,290,123
Total Category III	\$ 1,728,949

IV. Undertake Development and Support Activities (TV and Radio)

A. Develop Program Quality

By projects using talent outside of public broadcasting industry to study innovation, experimentation and demonstration to develop new production and presentation techniques.

University of Wisconsin (WHA) Madison, Wisconsin 53706	\$ 60,000
Massachusetts Institute of Technology 77 Massachusetts Avenue Cambridge, Massachusetts 02139	27,785
Community TV Foundation of South Florida, Inc. (WPBT) P.O. Box 610001 North Miami, Florida 33161	17,000
WMHT-TV Box 17 Schenectady, New York 12301	17,000
WNYC-TV 2533 Municipal Building New York, New York 10007	17,000
KUHT-TV 4519 Cullen Boulevard Houston, Texas 77004	17,000
Alabama ETV Commission 2101 Magnolia Avenue Birmingham, Alabama 35205	17,000
International Film Seminars, Inc. 1860 Broadway New York, New York 10023	22,525
WNET-TV 356 West 56th Street New York, New York 10019	30,000
National Center for Experiments in Television 1101 Bryant Street San Francisco, California 94103	983
KQED-TV 1011 Bryant Street San Francisco, California 94107	70,000
KCET-TV 4400 Sunset Drive Los Angeles, California 90027	29,682
Total Category IV-A	\$ 325,975

B. Support Station Operations

(1) By grants to stations, regional networks, or other operating organizations for general operating purposes.

Alabama Educational Television 2101 Magnolia Avenue Birmingham, Alabama 35205	\$ 460,718
KAKM-TV 3211 Providence Drive Anchorage, Alaska 99504	160,428
KYUK-TV Box 468 Bethel, Alaska 99559	76,569
KUAC-TV University of Alaska Fairbanks, Alaska 99701	185,165
KAET-TV Arizona State University Tempe, Arizona 85281	262,979
KUAT-TV University of Arizona Tucson, Arizona 85721	180,596
KETS-TV 350 South Donaghey Conway, Arkansas 72032	668,872
KEET-TV P.O. Box 13 Eureka, California 95501	56,030
KOCE-TV 15744 Golden West Street Huntington Beach, California 92647	356,931
KCET-TV 4400 Sunset Drive Los Angeles, California 90027	604,569
KVST-TV 1136 North Highland Avenue Los Angeles, California 90038	90,908
KLCS-TV 1061 West Temple Street Los Angeles, California 91202	309,111
KIXE-TV P.O. Box 8 Redding, California 96001	90,339

KVIE-TV P.O. Box 6 Sacramento, California 95801	154,102	WILL-TV 1110 West Main Street Urbana, Illinois 61801	153,155	KTCA-TV 1640 Como Avenue St. Paul, Minnesota 55108	266,648
KVCR-TV 631 South Mt. Vernon Avenue San Bernardino, California 92403	142,269	WTIU-TV Indiana University Bloomington, Indiana 47401	142,359	Mississippi Authority for Educational Television P.O. Drawer 1101 Jackson, Mississippi 39205	467,832
KPBS-TV San Diego State University San Diego, California 92182	208,648	WNIN-TV 9201 Fetersburgh Road Evansville, Indiana 47711	117,768	KCPH-TV 2100 Stark Kansas City, Missouri 64126	160,139
KQED-TV 1011 Bryant Street San Francisco, California 94103	552,247	WFYI-TV 1440 North Meridian Street Indianapolis, Indiana 46202	111,355	KETC-TV 6996 Milbrook Blvd. St. Louis, Missouri 63130	264,939
KTEH-TV 100 Skyport Drive San Jose, California 95110	148,597	WIPB-TV Box 2701 Muncie, Indiana 47302	61,728	KDZK-TV MPO Box 217 Springfield, Missouri 65801	92,968
KCSM-TV 1700 Hillsdale Blvd., West San Mateo, California 94402	115,048	WNIT-TV P.O. Box 34 South Bend, Indiana 46624	47,498	Nebraska Educational Television Commission P.O. Box 83111 Lincoln, Nebraska 68501	347,006
KRMA-TV 1261 Glenarm Place Denver, Colorado 80204	258,462	WCAE-TV 123 Sesame Street St. John, Indiana 46373	95,459	KJON-TV P.O. Box 83111 Lincoln, Nebraska 68501	271,674
KTSC-TV 2200 Bentfort Blvd. Pueblo, Colorado 81001	81,386	WWJT-TV 1029 North Fourth Street Vincennes, Indiana 47591	84,307	KLXV-TV 5700 Mountain Vista Street Las Vegas, Nevada 89120	243,388
Connecticut Educational Television Corporation 24 Summit Street Hartford, Connecticut 06106	329,812	Iowa Educational Broadcasting Network P.O. Box 1758 Des Moines, Iowa 50306	604,132	New Hampshire Network Box 2 Durham, New Hampshire 03824	246,143
WUFT-TV University of Florida Gainesville, Florida 32611	139,870	KTWU-TV 17th and Washburn Topeka, Kansas 66621	63,608	New Jersey Public Broadcasting Authority 1573 Parkside Avenue Trenton, New Jersey 08638	602,774
WUFT-TV 2037 Main Street Jacksonville, Florida 32206	288,077	KPTS-TV 352 N. Broadway Wichita, Kansas 67202	124,237	KENW-TV Portales, New Mexico 88130	135,534
WLRN-WTHS-TV 1410 N.E. Second Avenue Miami, Florida 33132	185,654	Kentucky Authority for Educational Television 600 Cooper Drive Lexington, Kentucky 40502	500,068	KNME-TV 1130 University Blvd., Northeast Albuquerque, New Mexico 87102	154,846
WPBT-TV P.O. Box 81001 North Miami, Florida 33161	317,483	WKPC-TV P.O. Box 1815 Louisville, Kentucky 40201	221,630	KRWG-TV New Mexico State University Las Cruces, New Mexico 88003	123,287
WMFE-TV 2906 West Oak Ridge Road Orlando, Florida 32809	207,516	WLPB-TV P.O. Box 44064 Baton Rouge, Louisiana 70804	64,130	WNYE-TV 112 Tillary Street Brooklyn, New York 11201	341,396
WSFL-TV 1000 College Blvd. Pensacola, Florida 32504	172,539	WYFS-TV P.O. Box 24026 New Orleans, Louisiana 70184	200,990	WNED-TV P.O. Box 1263 Buffalo, New York 14240	335,309
WFSU-TV 302 Dohd Hall Tallahassee, Florida 32306	170,669	WYLB-TV 450 Lisbon Street Lewiston, Maine 04240	142,758	WSKG-TV P.O. Box 97 Endwell, New York 13760	174,630
WEDU-TV 908 South 20th Street Tampa, Florida 33605	111,642	Maine Public Broadcasting Network University of Maine Orono, Maine 04473	265,573	WLIW-TV Erlington Avenue, West Garden City, New York 11530	250,122
WUSF-TV University of South Florida Tampa, Florida 33620	173,524	Maryland Center for Public Broadcasting Owings Mills, Maryland 21117	806,503	WCNY-TV 506 Old Liverpool Road Liverpool, New York 13088	215,836
WGTV-TV University of Georgia Athens, Georgia 30602	238,600	WGBH-TV 125 Western Avenue Boston, Massachusetts 02134	911,752	WNET-TV 356 West 58th Street New York, New York 10019	1,958,667
Georgia State Department of Education 121 State Office Building Atlanta, Georgia 30334	535,714	WGBY-TV 1 Armory Square Springfield, Massachusetts 01105	160,469	WNYC-TV 2533 Municipal Building New York, New York 10007	379,443
WETV-TV 740 Bismark Road, N.E. Atlanta, Georgia 30324	245,838	WGUC-TV Grand Valley State College Allendale, Michigan 49401	144,271	WXXI-TV P.O. Box 21 Rochester, New York 14601	345,167
KGTR-TV P.O. Box 3615 Agaña, Guam 96910	113,569	WTVS-TV 1441 Second Blvd. Detroit, Michigan 48202	242,682	WMHT-TV Box 17 Schenectady, New York 12301	280,509
Hawaii Public Broadcasting Authority 2350 Dole Street Honolulu, Hawaii 96822	240,743	WKAR-TV 605 Kalamazoo Street East Lansing, Michigan 48824	249,741	WNGE-TV P.O. Box 114 Watertown, New York 13601	161,155
KAID-TV 1910 College Blvd. Boise, Idaho 83725	137,131	WNMU-TV Northern Michigan University Marquette, Michigan 49855	126,578	University of North Carolina Television Network 202 University Square, West Chapel Hill, North Carolina 27514	359,839
KUID-TV University of Idaho Moscow, Idaho 83843	131,447	WCMU-TV Central Michigan University Mt. Pleasant, Michigan 48859	130,365	WTVI-TV 42 Coliseum Drive Charlotte, North Carolina 28205	180,313
KBOL-TV Idaho State University Pocatello, Idaho 83201	122,468	WUCM-TV Delta Road University Center, Michigan 48710	144,921	KFME-TV 4500 South University Drive Fargo, North Dakota 58102	80,903
WSIU-TV Communications Building Carbondale, Illinois 62901	222,541	KWCM-TV 128 West Sorenson Appleton, Minnesota 56208	56,888	WQUB-TV College Street Athens, Ohio 45701	244,855
WTTW-TV 5400 North St. Louis Avenue Chicago, Illinois 60625	575,810	KAVT-TV 1900 Eighth Avenue, N.W. Austin, Minnesota 55912	108,201	WBGU-TV Bowling Green State University Bowling Green, Ohio 43403	218,082
WTVP-TV 1501 West Bradley Avenue Peoria, Illinois 61625	179,144	WQSE-TV 210 Bradley Building Duluth, Minnesota 55802	102,722	WCET-TV 1223 Central Parkway Cincinnati, Ohio 45214	352,819

WVIZ-TV 4300 Brookpark Road Cleveland, Ohio 44134	312,132	KLRN-TV P.O. Box 7158 Austin, Texas 78712	292,431	Huntsville Public Library (WLRN-FM) P.O. Box 443 Huntsville, Alabama 35804	94,844
WOSU-TV 2400 Olentangy River Road Columbus, Ohio 43210	283,065	KAMU-TV Texas A&M University College Station, Texas 77843	76,266	KVUK-AM P.O. Box 37 Bethel, Alaska 99559	4,875
WNEO-TV 1640 Franklin Avenue Kent, Ohio 44240	183,730	KEDT-TV P.O. Box 416 Corpus Christi, Texas 78403	112,130	KUAC-FM University of Alaska Fairbanks, Alaska 99701	4,875
WMUB-TV 3440 Office Park Road Dayton, Ohio 45439	210,006	KERA-TV 3000 Harry Hines Blvd. Dallas, Texas 75201	322,526	KOTZ-AM P.O. Box 78 Kotzebue, Alaska 99752	4,875
WGTE-TV 415 N. St. Clair Street Toledo, Ohio 43604	180,920	KJHT-TV 4513 Culien Blvd. Houston, Texas 77004	214,792	Springhill College Mobile, Alabama 36608	25,000
KOKH-TV 1801 North Ellison Oklahoma City, Oklahoma 73105	129,257	KNCT-TV Highway 190 West Killeen, Texas 76541	85,795	KMCR-FM Maricopa Community Radio Phoenix, Arizona 85003	4,875
Oklahoma ETV Authority 7403 N. Kelley Avenue Oklahoma City, Oklahoma 73114	173,978	FTXT-TV Box 4359 Lubbock, Texas 79409	79,073	KUAT-AM University of Arizona Tucson, Arizona 85721	4,875
Oregon Educational and Public Broadcasting Service (KOAC/KOAP) P.O. Box 1097 Portland, Oregon 97207	198,531	KBYU-TV Brigham Young University Provo, Utah 84602	213,915	KUAT-FM University of Arizona Tucson, Arizona 85721	4,875
WLVT-TV 39 South Mountain Drive, West Bethlehem, Pennsylvania 18015	209,045	KUED-TV 101 Music Hall Salt Lake City, Utah 84112	204,459	KAWC-AM Arizona Western College Yuma, Arizona 85364	4,875
WGLN-TV 8425 Peach Street Erie, Pennsylvania 16569	187,252	Vermont Educational Television Ethan Allen Avenue Winooski, Vermont 05404	176,340	KASU-FM Arkansas State University Jonesboro, Arkansas 72467	4,875
WTFV-TV P.O. Box 2 Hershey, Pennsylvania 17033	301,947	WVVT-TV 8325 Little River Turnpike Annandale, Virginia 22003	196,348	KPII-AM 2207 Shattuck Avenue Berkeley, California 94704	4,875
WHYY-TV 4548 Market Street Philadelphia, Pennsylvania 19139	417,085	WETA-TV 3620 27th Street, South Arlington, Virginia 22206	506,050	White Ash Broadcasting, Inc. 2994 West McKensie Fresno, California 93701	25,000
WQED-TV 4802 Fifth Avenue Pittsburgh, Pennsylvania 15213	477,116	WWPT-TV Port Republic Road Harrisonburg, Virginia 22801	137,440	KLON-FM 1305 E. Pacific Coast Highway Long Beach, California 90806	4,875
WVIA-TV Public Broadcasting Center Pittston, Pennsylvania 18640	199,142	WHRO-TV 5200 Hampton Blvd. Norfolk, Virginia 23508	177,956	KUSC-FM University of Southern California Los Angeles, California 90007	104,875
WPSX-TV 201 Wagner Building University Park, Pennsylvania 16802	308,356	WCVF-TV 23 Sesame Street Richmond, Virginia 23235	254,886	KPEK-FM 3729 Cahuega Blvd. North Hollywood, California 91604	4,875
WPRR-TV P.O. Box 909 Hato Rey, Puerto Rico 00919	399,082	WBRA-TV P.O. Box 13246 Roanoke, Virginia 24002	178,230	KCSN-FM California State University Foundation Northridge, California 91324	4,875
WSBE-TV 199 Promenade Street Providence, Rhode Island 02908	190,617	WTJX-TV P.O. Box 5077 St. Thomas, Virgin Islands 00801	139,094	KPCS-FM 1570 Colorado Blvd. Pasadena, California 91106	23,575
KVZK-TV Pago Pago American Samoa 96799	455,779	KWSU-TV Morrow Community Center Pullman, Washington 99163	167,250	KVCR-FM San Bernardino Community College San Bernardino, California 92403	4,875
WJWJ-TV P.O. Box 4516 Beaufort, South Carolina 29902	61,341	KCTS-TV University of Washington BH-10 Seattle, Washington 98195	241,479	KPBS-FM San Diego State College San Diego, California 92115	4,875
South Carolina Educational Television Commission P.O. Drawer L Columbia, South Carolina 29250	798,925	KSPS-TV South 3911 Regal Spokane, Washington 99203	142,928	KALW-FM 21st and Harrison Streets San Francisco, California 94110	4,875
WRJA-TV 15 N. Harvin Street P.O. Box 1836 Sumter, South Carolina 29150	63,915	KPEG-TV 4400 Steilacoom Building, SW Tacoma, Washington 98499	158,343	KQED-FM 1011 Bryant Street San Francisco, California 94103	4,875
KESD-TV South Dakota State University Brookings, South Dakota 57006	121,997	KTPS-TV P.O. Box 1057 Tacoma, Washington 98401	155,296	KCSM-FM 1700 W. Hillside Blvd. San Mateo, California 94402	4,875
South Dakota Educational Television Board 310 East Clark Street Vermilion, South Dakota 57069	186,272	KYVE-TV 1105 South Fifteenth Avenue Yakima, Washington 98902	86,675	KCRW-FM 1723 Fourth Street Santa Monica, California 90401	4,875
KUSD-TV University of South Dakota Vermilion, South Dakota 57069	110,961	WSWP-TV P.O. Box 4H Beckley, West Virginia 25801	166,176	KBBF-FM 4010 Finley Avenue Santa Rosa, California 95401	4,875
WTCL-TV 4411 Amnicola Highway Chattanooga, Tennessee 37406	154,036	WMUL-TV Thurg Avenue Huntington, West Virginia 25701	203,969	KJOP-FM 3601 Pacific Avenue Stockton, California 95211	4,875
WSUK-TV 209 Communication Building Knoxville, Tennessee 37316	198,200	WWVU-TV P.O. Box TV 24 Morgantown, West Virginia 26505	179,188	KCFR-FM University of Denver Denver, Colorado 80210	4,875
WKNO-TV Box 80000 Memphis, Tennessee 38152	155,536	WPNE-TV 730 Midway Blvd. Madison, Wisconsin 53705	290,576	KJNC-FM University of Northern Colorado Greeley, Colorado 80639	4,875
WDCN-TV P.O. Box 12555 Nashville, Tennessee 37212	331,265	WHA-TV 750 University Avenue Madison, Wisconsin 53706	294,534	V. J. FM The American University Washington, D.C. 20016	4,875
		WMVS-TV 1015 North Sixth Street Milwaukee, Wisconsin 53203	306,564	Association of Public Radio Stations 1730 Pennsylvania Avenue, NW Washington, D.C. 20006	52,800

WJCT-FM 2037 North Main Street Jacksonville, Florida 32206	4.875	WPKC-FM Louisville Free Public Library Louisville, Kentucky 40202	4.875	WNJC-FM Northwest Junior College Senatobia, Mississippi 38668	4.875
WLRN-FM Dade County Public Schools Miami, Florida 33132-4	4.875	WPKL-FM Louisville Free Public Library Louisville, Kentucky 40202	4.875	KBFL-FM School District #1 Buffalo, Missouri 64622	4.875
WFSU-FM Florida State University Tallahassee, Florida 32304	4.875	WMKY-FM Morehead State University Morehead, Kentucky 40350	4.875	KBIA-FM University of Missouri Columbia, Missouri 65201	4.875
WUSF-FM University of South Florida Tampa, Florida 33620	4.875	WKMS-FM Murray State University Murray, Kentucky 42071	4.875	KCUR-FM University of Missouri Kansas City, Missouri 64110	4.875
WHRM-FM 3323 Belvedere Road West Palm Beach, Florida 33406	4.875	Public Radio, Inc. P.O. Box 66147 Baton Rouge, Louisiana	25.000	KKCV-FM Northwest Missouri State University Maryville, Missouri 64468	4.875
WABE-FM 740 Bismark Road, N.E. Atlanta, Georgia 30324	4.875	WWNO-FM University of New Orleans New Orleans, Louisiana 70122	4.875	KSDZ-FM School of the Ozarks Point Lookout, Missouri 65726	4.875
WSIU-FM Southern Illinois University Carbondale, Illinois 62901	4.875	WMSH-FM University of Maine Orono, Maine 04473	4.875	KMUR-FM University of Mass., U. Hollis, Missouri 65401	4.875
WBEZ-FM 228 North LaSalle Street Chicago, Illinois 60601	4.875	WMEA-FM University of Maine Orono, Maine 04473	4.875	KWMU-FM University of Missouri St. Louis, Missouri 63121	4.875
WNJU-FM Northern Illinois University DeKalb, Illinois 60115	4.875	WBUC-FM Community College of Baltimore Baltimore, Maryland 21215	4.875	KCMW-FM Central Missouri State University Warrensburg, Missouri 64093	4.875
WSEI-FM Southern Illinois University Edwardsville, Illinois 62025	4.875	WPCR-FM Western Massachusetts Broadcasting Co., Inc. Amherst, Massachusetts 01002	4.875	KUFM-FM University of Montana Missoula, Montana 59801	4.875
WCBU-FM 1501 W. Bradley Avenue Peoria, Illinois 61604	4.875	WBLR-FM 630 Commonwealth Avenue Boston, Massachusetts 02215	4.875	KIDS-FM 124 North 20th Street Omaha, Nebraska 68102	4.875
WSSR-FM Sangamon State University Springfield, Illinois 62702	4.875	WGBH-FM WGBH Educational Foundation Boston, Massachusetts 02134	4.875	Nevada Public Radio Corporation P.O. Box 4147 North Las Vegas, Nevada 89030	25.000
WILL-AM 226 Gregory Hall Urbana, Illinois 61801	4.875	WUCM-FM University of Michigan Ann Arbor, Michigan 48104	4.875	Rutgers University Office of Newark Studies 909 Broad Street Newark, New Jersey 07102	25.000
WILL-FM 226 Gregory Hall Urbana, Illinois 61801	4.875	WAUS-FM Aurora Broadcasting Corporation Beverly Hills, Michigan 48104	4.875	Albuquerque Public Broadcasting Corporation (KRPC-FM) P.O. Box 6067 Albuquerque, New Mexico 87107	108.350
WFTU-FM Indiana University Bloomington, Indiana 47405	4.875	WDET-FM Wayne State University Detroit, Michigan 48202	24.875	KRWG-FM New Mexico State University Las Cruces, New Mexico 88003	4.875
WIAM-FM Indiana Public Schools Indianapolis, Indiana 46203	4.875	WKAR-AM Michigan State University East Lansing, Michigan 48824	4.875	KTDH-FM P.O. Box 18 Ramah, New Mexico 87321	4.875
WVUB-FM Vincennes University Vincennes, Indiana 47391	4.875	WLAH-FM Michigan State University East Lansing, Michigan 48824	4.875	WAMC-FM Albany Medical College Albany, New York 12208	4.875
WBAI-AM Purdue University West Lafayette, Indiana 47907	4.875	WRF-FM 605 Crapo Street Flint, Michigan 48903	4.875	WRFO-FM University of New York Albany, New York 12224	4.875
WOL-AM Iowa State University Ames, Iowa 50010	4.875	WOSU-FM Michigan Technological University Houghton, Michigan 49931	4.875	Western New York ETA (WERR-AM) P.O. Box 1260 Buffalo, New York 14240	125.000
WOLF-FM Iowa State University Ames, Iowa 50010	4.875	WAAK-FM National Music Camp Marion, Michigan 49855	4.875	WSLU-FM St. Lawrence University Canton, New York 13617	4.875
WKKE-AM University of Northern Iowa Cedar Falls, Iowa 50613	4.875	WMOU-FM Western Michigan University Kalamazoo, Michigan 49001	4.875	WSKG-FM 3011 East Main Street Endwell, New York 13760	4.875
KUNJ-FM University of Northern Iowa Cedar Falls, Iowa 50613	4.875	WY-FM Northern Michigan University Marquette, Michigan 49855	4.875	WCNY-FM 506 Old Liverpool Road Liverpool, New York 13088	4.875
KDCK-FM Kirkwood Community College Cedar Rapids, Iowa 52408	4.875	WYNU-FM Central Michigan University Mt. Pleasant, Michigan 48859	4.875	WBAI-FM 309 42nd Street New York, New York 10001	4.875
Iowa Educational Broadcasting Network P.O. Box 1708 Des Moines, Iowa 50306	5.000	KUCM-FM University of Minnesota Minneapolis, Minnesota 55455	4.875	WNYC-AM 2500 Municipal Building New York, New York 10007	4.875
WSUI-AM University of Iowa Iowa City, Iowa 52242	4.875	WCAQ-FM St. Olaf College Northridge, Minnesota 55057	4.875	WNYC-FM 2500 Municipal Building New York, New York 10007	4.875
KANG-FM University of Kansas Lawrence, Kansas 66044	4.875	KCEM-FM 400 Sibley Street St. Paul, Minnesota 55103	4.875	WRVQ-FM State University College Oswego, New York 13126	4.875
KSAC-AM Kansas State University Manhattan, Kansas 66506	4.875	KRWV-FM 1000 Sibley Street St. Paul, Minnesota 55103	4.875	WXXI-FM 280 State Street Rochester, New York 14601	4.875
KMUW-FM Wichita State University Wichita, Kansas 67208	4.875	WDCS-FM Midwest T. Sullivan Radio, Inc. St. Paul, Minnesota 55103	4.875	WMHT-FM Box 17 Schenectady, New York 12301	4.875
WBKY-FM University of Kentucky Research Foundation Lexington, Kentucky 40506	4.875	KSLP-FM 400 Sibley Street St. Paul, Minnesota 55103	4.875	WLNC-FM University of North Carolina Chapel Hill, North Carolina 27514	4.875

WFDD-FM Wake Forest University Winston-Salem, North Carolina 27109	4.875	WPR-AM P.O. Box 909 Hato Rey, Puerto Rico 00919	4.875	KTOY-FM 1101 South Yakima Avenue Tacoma, Washington 98405	4.875
KEYA-FM Box 459 Belcourt, North Dakota 58316	4.875	WSCI-FM 26 Broad Street Charleston, South Carolina 29401	4.875	WVFB-FM P.O. Box 4H Berkeley, West Virginia 25801	3.087
KDSU-FM North Dakota State University Fargo, North Dakota 58102	4.875	WEPR-FM South Carolina ETV Commission Columbia, South Carolina 29205	4.875	WLSU-FM University of Wisconsin La Crosse, Wisconsin 54601	4.875
KFJM-AM University of North Dakota Grand Forks, North Dakota 58201	4.875	Sound and Print United (WVSP) P.O. Box 365 Warrenton, South Carolina 27589	25.000	WERN-FM 732 N. Midvale Blvd Madison, Wisconsin 53705	4.875
WOUB-AM Ohio University Athens, Ohio 45701	4.875	KESD-FM South Dakota State University Brookings, South Dakota 57006	4.875	WHA-AM University of Wisconsin Madison, Wisconsin 53706	4.875
WOUB-FM Ohio University Athens, Ohio 45701	4.875	KJSD-AM University of South Dakota Vermilion, South Dakota 57069	4.875	WUWM-FM University of Wisconsin Milwaukee, Wisconsin 53201	4.875
WGUC-FM University of Cincinnati Cincinnati, Ohio 45221	4.875	WSMC-FM Box 870 Cokeville, Tennessee 37315	4.875	Thad Hot 1510 Fwy. - Visional Birmingham, Alabama 35203	3.399
WCBE-FM 270 East State Street Columbus, Ohio 43215	4.875	WETS-FM East Tennessee State University Johnson City, Tennessee 37601	4.875	Dara Bradley 6775 Cumberland Avenue Stockton, California 95209	4.96
WOSU-AM Ohio State University Columbus, Ohio 43210	4.875	WUOT-FM The University of Tennessee Knoxville, Tennessee 37916	4.875	Samuel C. O. Holt 3532 Edmunds Street, N.W. Washington, D.C. 20007	10.970
WDSU-FM Ohio State University Columbus, Ohio 43210	4.875	WKNO-FM Memphis Community Television Foundation Memphis, Tennessee 38152	4.875	Jane Cristo 26 St. Paul Street Brookline, Massachusetts	350
WKSU-FM Kent State University Kent, Ohio 44242	4.875	WMGT-FM Middle Tennessee State University Murfreesboro, Tennessee 37130	4.875	William H. Semering 916 S. 18th Street Moorehead, Minnesota 56560	769
WMUB-FM Miami University Oxford, Ohio 45056	4.875	WPLN-FM Public Library of Nashville & Devotion Company Nashville, Tennessee 37203	4.875	Larry Josephson 5 West 87th Street New York, New York 10024	1.848
WGTE-FM The Greater Toledo Educational Television Foundation Toledo, Ohio 43604	96.858	KUT-FM P.O. Box 2168 Austin, Texas 78712	4.875	Gale A. Gilbreath Associates 4908 Lunar Drive Columbus, Ohio 43214	4.430
WCSU-FM Central State University Wilburton, Ohio 45384	4.875	KYLU-FM Lamar University Beaumont, Texas 77710	4.875	Total Category IV (B-1)	\$40,361.806
WYSO-FM Antioch College Yellow Springs, Ohio 45387	4.875	KETR-FM East Texas State University Commerce, Texas 75428	4.875	KYUK-AM/FM Box 37 Bethel, Alaska 99559	\$ 5.833
WYSU-FM Youngstown State University Youngstown, Ohio 44503	4.875	KERA-FM 3000 Harry Hines Blvd Dallas, Texas 75201	4.875	KUAC-TV University of Alaska Fairbanks, Alaska 99701	9.772
KOSU-FM Oklahoma State University Stillwater, Oklahoma 74074	4.875	KTEP-FM University of Texas at El Paso El Paso, Texas 79968	4.875	KOTZ-FM Box 78 Kotzebue, Alaska 99752	2.269
KLCC-FM Lake Community College Eugene, Oregon 97405	4.875	KPFT-FM 419 Lovett Blvd Houston, Texas 77006	4.875	KMCR-FM 524 West Washington Street Phoenix, Arizona 85003	2.551
KOAC-AM Oregon Educational & Public Broadcasting Council Eugene, Oregon 97403	4.875	KNCT-FM Central Texas College Killeen, Texas 76541	4.875	KAET-TV Arizona State University Tempe, Arizona 85261	5.510
KWAX-FM University of Oregon Eugene, Oregon 97403	4.875	KUSU-FM Utah State University Logan, Utah 84302	4.875	KUAT-TV-AM/FM University of Arizona Tucson, Arizona 85721	4.270
KBOO-FM 3129 S.E. Belmont Street Portland, Oregon 97214	4.875	KBYU-FM Brigham Young University Provo, Utah 84602	4.875	KETS-TV 350 South Donaghey Street Conway, Arkansas 72032	4.469
KBPS-AM 546 N.E. Twelfth Avenue Portland, Oregon 97232	4.875	KUER-FM University of Utah Salt Lake City, Utah 84112	4.875	KPFA-KPFB-FM 2207 Shattuck Avenue Berkeley, California 94704	4.500
KOAP-FM 2826 S.W. Front Avenue Portland, Oregon 97201	4.875	Vermont Public Radio 51 Park Street Essex Junction, Vermont 05452	107.350	KPKF-FM 3729 Cahunga Blvd., West North Hollywood, California 91604	4.395
WGLN-FM 8425 Peach Street Erie, Pennsylvania 16509	4.875	WETA-FM 5217 19th Road Arlington, Virginia 22207	4.875	KVIE-TV Box 6 Sacramento, California 95801	2.742
WTFI-FM South Central Educational Broadcasting Council Hershey, Pennsylvania 17033	4.875	WTGM-FM 5200 Hampton Boulevard Norfolk, Virginia 23510	4.875	KPBS-FM San Diego State University San Diego, California 92115	7.293
WUHY-FM 4548 Market Street Philadelphia, Pennsylvania 19139	4.875	WPRK-FM 3401 Brook Road Richmond, Virginia 23227	4.875	KQED-TV 1011 Bryant Street San Francisco, California 94103	6.325
WDOU-FM Duquesne University Pittsburgh, Pennsylvania 15219	4.875	WVWR-FM Virginia Western Community College Roanoke, Virginia 24013	4.875	Connecticut Public Television 24 Summit Street Hartford, Connecticut 06106	5.000
WOED-FM 4802 Fifth Avenue Pittsburgh, Pennsylvania 15213	4.875	KWIS-AM Washington State University Pullman, Washington 99162	4.875	WPBT-TV P.O. Box 1 Miami, Florida 33161	6.244
WVIA-FM Old Boston Road, Jenkins Township Pittston, Pennsylvania 18640	4.875	KUOW-FM University of Washington Seattle, Washington 98195	4.875	WETV-TV 740 Bismark Road, N.E. Atlanta, Georgia 30324	3.894

50	KHET-TV 2350 Dole Street Honolulu, Hawaii 96822	3,240	WMOT-FM Middle Tennessee State University Murfreesboro, Tennessee 37130	2,188	WAMU-FM American University Washington, D.C. 20016	3,000
	KANU-FM University of Kansas Lawrence, Kansas 66045	4,567	KUT-FM Box 7158 University Station Austin, Texas 78712	1,268	KCCM-FM 400 Sibley Street St. Paul, Minnesota 55101	3,000
	KPTS-TV 309 East Third Street Wichita, Kansas 67202	4,054	KLRN-TV P.O. Box 7158 Austin, Texas 78712	5,271	KJAT-AM/FM University of Arizona Tucson, Arizona 85721	2,945
	Kentucky Authority for Educational Television (WKLE) 600 Cooper Drive Lexington, Kentucky 40502	9,781	KERA-FM 3000 Harry Hines Boulevard Dallas, Texas 75201	4,331	WKSU-FM Kent State University Kent, Ohio 44242	3,000
	WYES-TV 916 Navarre Avenue New Orleans, Louisiana 70184	2,328	KUED-TV 101 Music Hall Salt Lake City, Utah 84112	5,950	KWAX-FM University of Oregon Eugene, Oregon 97403	3,000
	WBUC-FM 2901 Liberty Heights Avenue Baltimore, Maryland 21215	4,050	WETA-TV 3620 27th Street, South Arlington, Virginia 22206	8,000	WETA-FM 5217 19th Road, North Arlington, Virginia 22207	3,000
	WFCR-FM University of Massachusetts Amherst, Massachusetts 01002	5,000	WNVF-TV 5401 Port Royal Road North Springfield, Virginia 22151	709	National Public Radio 2025 M St., N.W. Washington, D.C. 20036	21,850
	WGBH-FM 125 Western Avenue Boston, Massachusetts 02134	9,607	KCFJ-TV 4400 Stellaco Blvd. Tacoma, Washington 98499	2,624	Public Broadcasting Service 475 L'Enfant Plaza, S.W. Washington, D.C. 20024	42,538
	WGBY-TV One Armory Square Springfield, Massachusetts 01105	3,546	WSWP-TV West Virginia Educational Broadcasting Authority P.O. Box 4H Beckley, West Virginia 25801	2,967	Peter Derr 1300 Elmwood Avenue Buffalo, New York 14222	4,500
	WDET-FM Wayne State University Detroit, Michigan 48202	3,928	WERN-FM 732 North Midvale Blvd. Madison, Wisconsin 53705	3,596	National Information Center on Volunteerism 221 University Street Boulder, Colorado 80302	1,518
	WKAR-TV 600 Kalamazoo Street East Lansing, Michigan 48823	4,744	WUWM-FM University of Wisconsin Milwaukee, Wisconsin 53201	4,358	Hager, Sharp & Klass, Inc. 1700 K St., N.W. Washington, D.C. 20006	2,960
	KSJN-FM 400 Sibley Street St. Paul, Minnesota 55101	3,300	KVZK-TV Government of American Samoa Pago Pago, American Samoa	3,910	Total Category IV-C	378,414
	KTCA-TV 1640 Como Avenue St. Paul, Minnesota 55108	14,279	Thomas P. Johnson, Jr. 237 West Linvale Street Baltimore, Maryland 21217	3,509	Total Category IV	41,370,697
	KCPT-TV 2100 Stark Street Kansas City, Missouri 64126	5,117	Linda Lilienfeld 2231 California St., N.W. Washington, D.C. 20008	454	Total Grants and Awards	\$74,948,382
	KETC-TV 6996 Millbrook St. Louis, Missouri 63130	16,837	National Association of Educational Broadcasters 1346 Connecticut Ave., N.W. Washington, D.C. 20036	26,700		
	KIPCFM Albuquerque Public Broadcasting Corporation P.O. Box 6067 Albuquerque, New Mexico 87107	943	Total Category IV-B(2)	304,502	Alabama Network	\$ 63,500
	KNME-TV 1130 University Blvd., North Albuquerque, New Mexico 87102	8,260	Total Category IV-B	\$40,666,308	KAKM Anchorage, Alaska	9,600
	WBFO-FM P.O. Box 7126 Albany, New York 12224	2,500			KYUK Bethel, Alaska	4,600
	WLW-TV Ellington Avenue, West Garden City, New York 11530	4,825			KUAC Fairbanks, Alaska	15,400
	WNET-TV 356 West 58th Street New York, New York 10019	10,456			KAET Phoenix, Ariz.	35,300
	WBGU-FM Bowling Green State University Bowling Green, Ohio 43403	4,502			KJAT Tucson, Ariz.	33,700
	WCET-TV Greater Cincinnati Educational Television Foundation 2222 Chicasaw Street Cincinnati, Ohio 45219	2,622			KETS Little Rock, Ark.	22,300
	WOSU-TV Ohio State University Columbus, Ohio 43210	2,295			KOCE Huntington Beach, Calif.	31,100
	WGTE-TV-FM 415 N. St. Claire Street Toledo, Ohio 43604	4,328			KEET Eureka, Calif.	4,900
	Oregon Educational and Public Broadcasting Service P.O. Box 1097 Portland, Oregon 97207	7,146			KCET Los Angeles, Calif.	87,609
	South Carolina ETV Commission Drawer L Columbia, South Carolina 29250	5,567			KVST Los Angeles, Calif.	0
	WUOT-FM University of Tennessee Knoxville, Tennessee 37916	5,375			KLCS Los Angeles, Calif.	33,500
					KIXE Redding, Calif.	5,500
					KVIE Sacramento, Calif.	19,500
					KVCR San Bernardino, Calif.	18,000
					KPBS San Diego, Calif.	40,500
					KDEO San Francisco, Calif.	85,900
					KTEH San Jose, Calif.	14,900
					KCSM San Mateo, Calif.	14,400
					KRMA Denver, Colo.	33,900
					KTSC Pueblo, Colo.	7,700

Licensee Use of CPB Discount Funds—SPC II (Rounded to Hundreds)

Connecticut Network	52,300	WCMU	14,400	WHYY / WHYY	61,500
WETA		Mt Pleasant, Mich.		Philadelphia, Pa.	
Washington, D.C.	95,500	WUCM	15,600	WOED	71,000
WUFT		University Center, Mich.		Pittsburgh, Pa.	
Gainesville, Fla.	18,800	KWCM	6,600	WWIA	48,800
WJCT		Appleton, Minn.		Scranton, Pa.	
Jacksonville, Fla.	41,500	KAVT	5,300	WPSX	51,400
WPBT		Austin, Minn.		Clearfield, Pa.	
Miami, Fla.	42,700	WDSE	10,100	WSBE	31,700
WTHS / WLRN		Duluth, Minn.		Providence, R.I.	
Miami, Fla.	100	KTCA	43,000	South Carolina Network	78,200
WMFE		St. Paul, Minn.		KESQ	7,400
Orlando, Fla.	19,000	Mississippi Network	56,900	Brooklyn, N.Y.	24,000
WSRE		KOPT	25,200	South Dakota Network / KUSD	
Pensacola, Fla.	17,900	KOZK	7,400	WTCI	20,600
WFSU		Springfield, Mo.		Chattanooga, Tenn.	
Tallahassee, Fla.	14,900	KETC	29,700	WSJK	35,500
WEDU		St. Louis, Mo.		Memphis, Tenn.	24,000
Tampa, Fla.	26,900	Nebraska Network / KUON	104,700	WDCN	27,200
WUSF		KLVA	29,200	Nashville, Tenn.	
Tampa, Fla.	8,800	New Hampshire Network	44,900	KLRN	50,800
WGTV		Las Vegas, Nev.		Austin, Tex.	
Athens, Ga.	25,100	New Jersey Network	72,300	KAMU	5,500
WETV		Albuquerque, N.M.	24,600	College Station, Tex.	
Atlanta, Ga.	26,400	KRWG	10,500	KEDT	12,300
Georgia Network	54,800	Las Cruces, N.M.		KERA	55,600
Hawaii Network	39,800	KENW	6,700	KUHT	43,100
KUIB		Portales, N.M.		Houston, Tex.	
Moscow, Idaho	10,400	WSKG	22,000	KNCT	5,000
KAID		Binghamton, N.Y.		KTXT	8,900
Boise, Idaho	12,900	WNYE	25,600	KBYU	7,600
KBGL		Buffalo, N.Y.		KUED	26,500
Pocatello, Idaho	11,800	WNRD	53,000	Salt Lake City, Utah	29,300
WISN		WLSW	34,500	Vermont Network	
Carbondale, Ill.	24,600	WNET	117,000	WYPT	14,500
WTTW		WNYE	73,600	Harrisburg, Va.	
Chicago, Ill.	73,300	WXXI	47,900	WHRO	26,300
WTVR		WMMT	35,900	WCVB	36,600
Peoria, Ill.	53,700	WCHY	35,500	WBRA	20,500
WILL		WVFE	17,200	KPEC	18,900
Urbana, Ill.	17,000	WVFE	44,300	KWSU	8,300
WISN		WVFE	37,100	KOTS	36,400
Bloomington, Ind.	16,900	WVFE	30,200	KSPS	18,400
WVNN		WVFE	32,100	KTPS	17,600
Evansville, Ind.	10,100	WVFE	32,100	KYVE	5,600
WFYI		WVFE	32,100	WSWF	19,300
Indianapolis, Ind.	16,200	WVFE	32,100	WMIL	29,600
WIPB		WVFE	32,100	WWJ	25,600
Muncie, Ind.	8,400	WVFE	32,100	Wisconsin Network / WPN	45,100
WCAE		WVFE	32,100	WHA	47,500
St. John, Ind.	7,700	WVFE	32,100	WMVS	46,700
WVNT		WVFE	32,100	KVZK	41,100
South Bend, Ind.	3,900	WVFE	32,100	KOTE	9,800
WVUT		WVFE	32,100	WPR	9,500
Vincennes, Ind.	5,300	WVFE	32,100	WTJX	14,100
Iowa Network	54,800	WVFE	32,100	Total CBS Circulation	\$ 4,616,500
KTWU		WVFE	32,100		
Topoka, Kan.	7,400	WVFE	32,100		
KPTS		WVFE	32,100		
Wichita, Kan.	77,000	WVFE	32,100		
Kentucky ETV Authority	65,800	WVFE	32,100		
WKPC		WVFE	32,100		
Louisville, Ky.	44,100	WVFE	32,100		
WLPS		WVFE	32,100		
Baton Rouge, La.	7,100	WVFE	32,100		
WYES		WVFE	32,100		
New Orleans, La.	30,100	WVFE	32,100		
WCBB		WVFE	32,100		
Augusta, Maine	13,100	WVFE	32,100		
Maine Network	34,700	WVFE	32,100		
Maryland Network	76,000	WVFE	32,100		
WGBH		WVFE	32,100		
Boston, Mass.	100,700	WVFE	32,100		
WGBY		WVFE	32,100		
Springfield, Mass.	32,100	WVFE	32,100		
WTVS		WVFE	32,100		
Detroit, Mich.	22,900	WVFE	32,100		
WKAR		WVFE	32,100		
East Lansing, Mich.	26,300	WVFE	32,100		
WTVR		WVFE	32,100		
Atlanta, Mich.	15,400	WVFE	32,100		
WVPS		WVFE	32,100		
Marquette, Mich.	19,100	WVFE	32,100		

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